

## Announcement

# AMERICAN BOOK PRICES CURRENT

The office of the PUBLISHERS' WEEKLY (R. R. Bowker Co.) has taken over from Dutton's, Inc., the publication of this important reference work including the stock of annuals for past years.

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## Forthcoming Issues

✿ ✿ ✿ Harriet Anderson's article on the technique of building up a small bookshop which will adequately supply "A Book for His Sisters, His Cousins, and His Aunts" will appear in next week's issue. Also John W. Hiltman, President of D. Appleton and Co., has prepared an article which vigorously points out the harm done to American teaching by the recent proposed increase in the tariff on maps. ✿ ✿ ✿

✿ ✿ ✿ The October 26 issue is the annual Children's Book Week Number. It will contain articles on Dan Beard, Ralph Henry Barbour, James Daugherty, the illustrator, an article on "Poetry For Children" by Rachel Field, and one on "Books

For Girls" by Mabel Pierce Ashley, whose book "The Other Crowd" has been published this fall. ✿ ✿ ✿

### THE PUBLISHERS' WEEKLY

*The American Booktrade Journal*

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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 12, 1929

## A Bookshop Looks at Writers

Helen McGlade

*Atlantic Monthly Bookshop*

FOR two years, the Atlantic Monthly Bookshop has featured a series of talks by writers at the Ritz-Carlton Hotel. We were selfish, we needed just the kind of publicity for the shop, that such talks presented. The first year, good fortune

was with us, the hotel was new and liked our argument of publicity for them, coupled with the name Atlantic Monthly. In using this argument, we did not point out the college legend that the safest chaperone for any young girl on a journey is the *Atlantic Monthly*

magazine. They let us have two of the dining rooms for the lectures without charge. Certain publishers welcomed the idea of persuading authors to speak. To complete the picture, the audience must be described. Invitations are sent to charge customers in greater Boston, and Dorothy Foster Gilman of the *Boston Evening Transcript*, and John Clair Minot of the *Boston Herald*, have been very generous of space and interest in announcing the talks in their columns. Usually, a picture of the author has appeared in the Rotogravure section of the *Herald* previous to the talk.

As a result of these various announcements the audience represents the best of Back Bay Boston, certain old subscribers to the magazine, conservative but willing to be open-minded, Harvard and Wellesley students alert to hear anything new, and

a group of real book-lovers who just couldn't miss anything which would add to their fund of literary fact.

The rooms seat five hundred in a crowded manner, and naturally, the minutes before the talk begins are hectic. The most difficult-to-please people always

arrive last, human foibles must be met and appeased. Excepting at two of the talks, we have never had empty chairs. It rained or snowed the days of the two exceptions. For three of the authors, Louis Bromfield, A. Edward Newton and Gertrude Atherton, we refused tickets to over one thousand people. Even then, the waiting group at the hotel was large. They listened at the cracks, hid behind screens in the larger dining room, and thanked us for such a privilege.

The series was opened by Doctor A. S. W. Rosenbach; he had just purchased "Alice in Wonderland," and told of that

*TWO years ago Miss McGlade inaugurated a series of talks by prominent authors at the Ritz Carlton Hotel, under the auspices of the Atlantic Monthly Bookshop. Among the speakers during the two seasons have been Louis Bromfield, Gertrude Atherton, Owen Lattimore and the poet, Robert Hillyer.*



exciting event in the book auction world. Louis Bromfield won instant enthusiasm. Previous to his talk, the local papers had given accounts of other speeches of his which had not pleased Boston. His simple directness, his unaffected interest in really good writing and an entire lack of egoism won hearts with but two exceptions. Two women from the Old Ladies' Home were most irate because he was so informal as to smoke as he talked, but when pressed, admitted it really didn't matter. Our sales of E. M. Forster and Virginia Woolf, as well as "A Good Woman," showed a high increase due to his sincere comments.

For A. Edward Newton's talk, we welcomed customers from New York, New Jersey and New Hampshire. One patron, whose mail orders had always intrigued us to know what she was really like, came from New Jersey just to hear and meet Mr. Newton. We didn't mean to be hypocritical but we kept discreetly silent for an entire month after the talk, when the people who had heard of his pleasure in collecting swarmed the shop and insisted on first edition copies, even though we knew that many of the first editions bought were books published in a first edition of 50,000 or more copies. Our mailing list of limited edition enthusiasts increased ten per cent, due alone to his ability to share his eager enthusiasm for collecting books.

One ardent collector, who had heard Mr. Newton, visited the shop shortly after the talk and was anxious for certain books she couldn't afford to buy, so anxious that when Christmas came along, and her husband came in a little ill at ease but wanting to find some inexpensive first edition for her Christmas present, we sold him limited and firsts to the value of five hundred dollars for that Christmas present. In Mr. Newton's book, "This Book Collecting Game," he listed fifty volumes he considered good first edition buys. We are still buying these books, as we find them, for certain customers who heard Mr. Newton express this same enthusiasm in his talk.

Gertrude Atherton's talk was the first at which we had to pay for the use of the hotel rooms. Horace Liveright of Horace Liveright & Company, generously came to our aid and saw the talk in the light of valuable publicity and was the first pub-

lisher to pay the expense of the lecture room. He was right; this next is a secret, we will only tell now, because it turned out well. We had been unable to convince our reading public that "Jealous Gods" was a really interesting book, for they were adamant they had no interest in anything Grecian. We even went so far as to ask a Boston wholesaler if he wouldn't take our copies for credit on pickups. He refused, and we had to agree he was wise, when he showed us bins, not shelves, of "Jealous Gods." The day after the lecture, we couldn't buy a copy in town. We called every shop. People were so eager for signed copies that we persuaded Mrs. Atherton to sign sheets, which we had a bookbinder insert in the copies when they arrived from New York. We are planning an active follow up campaign on this same group when Mrs. Atherton's "Dido" arrives.

Often, a small luncheon precedes the talk. Some authors claim they are too nervous to meet anyone before they speak. However, they don't know what they miss. The minute the date is fixed, Teresa S. Fitzpatrick, Manager of the Atlantic Monthly Company, is telephoned and urged to put the luncheon engagement on her calendar. Words fail to describe Miss Fitzpatrick's charm as a listener; she knows just the perfect question to ask at the right moment and just how to protect the guest from any apprehension or nervousness. The advice is free to all booksellers who arrange similar luncheons for authors, "Find a Teresa S. Fitzpatrick in your town if you wish similar success."

Owen Lattimore, who made that fascinating journey into Turkestan, felt that he could talk better if he were allowed to use his slides. We moved to the Copley-Plaza Hotel for him, as a screen could be used there, and the slides were a great help, even though the audience was cheated of the pleasure of observing Mr. Lattimore's clever facility with his monocle.

For Foster Damon's talk on Amy Lowell (he is to be her official biographer) we invited particularly people who were interested and sympathetic with Miss Lowell. Among the minor triumph of the bookshop, is the placing of an order for a copy of the biography from one of the audience who came out from the talk most





*Interior of the Atlantic Monthly Bookshop, in Arlington St., Boston.*

unsympathetic. However, we persuaded her that she really understood Miss Lowell the better after the talk and that the biography would help even more. She ordered it most graciously and has called twice this summer for current information as to when it would be published.

George Arliss would not speak for us, even though his autobiography, "Up From Bloomsbury," had just been published. However, he was very generous with us during his Boston season, and came in, signed copies of his book, and met customers who admired him on the stage and were delighted with his charm as an individual, as well as an actor. The hardest part of his visit was to assure Mrs. Arliss that he was not being selfish in not asking a premium for the signed copies and giving that premium to her pet charity. We just couldn't break our rule of not asking premiums for copies signed in the shop.

Eva Le Gallienne brought her New York company to Boston at the time that Scribner's published the play, "Peter Pan." We asked Miss Le Gallienne if she wouldn't sign a few copies for "pet" customers. She graciously agreed, and was kindness itself when that list of "pets" grew

from a group of ten to over one hundred. One customer brought in separately bound copies of the many plays in Miss Le Gallienne's repertoire and we were fortunate enough to be able to return them to the lady all signed.

Mazo de la Roche came to Boston so unexpectedly that we had insufficient time to arrange a talk. Ten days is the best we can do for a quick order. It is unfortunate that we couldn't present Miss de la Roche, for no author that we have met possesses more the quality of apartness which so many of us expect from members of the writing profession. After a luncheon for Miss de la Roche, a guest went out to the taxi where she was waiting to re-express her pleasure at meeting the author of "Jalna," only to find Miss de la Roche's mind so far from the talk and lost in a concentrated abstraction, that she only dared look in and smile. She wasn't even seen.

Our last literary lion flew from New York to see us. He was Richard Hughes. Sadly, we admit that we were unable to arrange an opportunity for Boston to hear Mr. Hughes, as most of our lecture attendants were resting for next season's series at summer places. We introduced him to the

publicity people in town. His flight to Boston gave the *Boston Evening Transcript* an excellent excuse for a long editorial on the safety of flying between Boston and New York. We gathered together for smaller parties people who wanted to know him and who were charmed with his supply of Welsh anecdotes, as well as his knowledge of good songs for people to sing at night.

When Mr. Hughes returned to Boston unexpectedly, a week-end in August, he afforded one Brookline friend a most dramatic opening for a dinner party. The author of "Innocent Voyage" had been adored by her children on his earlier visit, and when he phoned and asked if he might see them this time, she drove in town for him at once. The children were so enchanted their mother couldn't interrupt them for their early supper, and when her own dinner guests arrived, she presented this much talked of author, on the floor, coat and shoes off romping with her boy and girl as if he were a child himself. We only wish we might arrange a party for children under ten and that Mr. Hughes would talk to and with them. It would be perfect if a child could introduce him.

Most of all our speakers have been mentioned. We could write at length of the tea we gave for Mrs. Cannon, author of

"Red Rust," after her talk. Because the private dining room at the Ritz-Carlton, which we used, could only take care of about seventy-five people, we limited our invitations to that number. Word flew around downstairs that a tea was being given and great was our embarrassment when we had to tell begging applicants that we just couldn't ask them up. One group went so far as to want to arrange a special tea in another room for Mrs. Cannon to come to later. With this experience behind us, we persuaded Mr. Sedgwick to let us use his commodious office for a party in honor of Mr. Newton. An entire article could be written on Mr. Newton's Pickwickian appearance and humor as he sat on a window sill and held this surrounding group entranced with more intimate facts of his collecting experiences.

The authors and the audience are together responsible for the success of the talks. The authors don't mind too much standing in the doorway between the rooms and shouting, at times in this direction, at times in that. The audience is a thorough sport and doesn't mind crowding when a few standees are allowed to enter as the doors are closed. So attentive are they, that a cough is rarely heard.

#### Speakers at Ritz-Carlton Talks

November, 1927

Dr. A. S. W. Rosenbach—WOMEN BOOK COLLECTORS

January, 1928

Louis Bromfield—HOW CHARACTERS IN FICTION ARE BORN

February, 1928

Mrs. Helen Stackhouse—MODERN DECORATION

March, 1928

Mrs. Cornelia J. Cannon—CREATIVE WRITING

April, 1928

Mr. Robert Hillyer—READ FROM HIS OWN POETRY WITH COMMENT

May, 1928

Mrs. Francis King—PLEASURES OF GARDENING

September, 1928

A. Edward Newton—THE HUNDRED BEST NOVELS

November, 1928

Walter Prichard Eaton—SHAW AND O'NEILL—A CONTRAST IN MODERN DRAMA

January, 1929

Foster Damon—THE SIGNIFICANCE OF AMY LOWELL

February, 1929

Gertrude Atherton—ANCIENT GREECE AND MODERN NOVELS

March, 1929

Owen Lattimore—A HONEYMOON IN THE GOBI (This talk at Copley Plaza)



# Salesmanship at Long Range

Dorothy Foster Gilman

*Assistant to the Book Department, Boston Evening Transcript*

I HAVE read with deep interest two recent articles, of many stimulating ones in this important weekly periodical, which have bearing on my own work as a columnist on a Boston paper. Ever since I joined the staff of the *Transcript*

I have studied the publicity material sent me with increasing amazement. And as the months pass and the difficulties of my own task become more apparent, the problems of publishers seem more closely allied with my own. The question does not present itself to me either in pounds of publicity material, or ounces. Miss Mackay, like myself, is interested in giving the public information about books so that more books

will be bought each season. It is my endeavor to present information about the books and authors of all reputable publishing houses so that readers of my column will have some idea of what is being written and read before they enter a bookstore. Miss Mackay, naturally, is offering me and hundreds of other newspaper writers all possible assistance so far as her own publishing house is concerned. Every scrap of material which comes to a book department ought to be read if the work of a book columnist is to be accomplished faithfully and justly. The scrap basket has its uses. But publicity material, like the finished product of every columnist, is written with that single tragic end in view. We all end in the scrap basket, given time. The important thing is not

our ultimate destination, but what befalls the material in transit.

I feel very strongly that the publicity material I receive each month differs greatly in value. Very often the impressiveness of the content could be increased

by better spacing, larger type and more specific headings. Again and again I catch sight of a sentence on one closely printed sheet of paper that a more experienced writer would have developed to a keener advantage. Humor is rare in publicity material, but exceedingly welcome. Stories about authors are often amusing if the authors relate them about themselves. Facts about sales and prize awards and of-

*THE question raised by Dorothea Lawrance Mann in an August issue of the Publishers' Weekly as to whether publicity material distributed to newspaper editors should be considered as just so many pounds of filler for the waste basket, is further discussed here. Like Mary Mackay of Stokes, who also wrote a few weeks ago on this same subject, Miss Gilman feels that the more publicity sent the better, inasmuch as the important thing is not the ultimate destination of the material, but what befalls it in transit.*

fers for first novels are generally like the announcement of new publishing houses of significance only to the professional novel writer or reviewer. But the reason two and indeed twenty pounds of publicity are forever welcome to me in my own work is because I never know exactly what bit of news may come to me on a weekly sheet of notes to be tied up with some information I already possess. It is not merely linking an author with his book, it is linking an author with human life as one sees it today.

This summer Dale Warren sent out a quiet little bits of news about the new name of a Pullman car and a well-known American authoress long associated with his house. "Secure is the fame of Kate Douglas Wiggin. Her 'Rebecca of Sunny-



brook Farm' has just been translated into Roumanian and a parlor car named in her honor on the 'Twilight Limited' running between Detroit and Chicago." I myself saw that piece of information in diluted or strengthened form in nineteen different newspapers. In each case the imagination of the newspaper writer responded instantly. Not only was this item news, but it was diverting news and it brought before the public a name which the lapse of time may have dimmed in many memories. Mr. Warren found in checking up as far as possible over a period of six months that this was the most widely reproduced item issued by his department. I feel strongly that to paste together bits of news from publishing houses and consider the back bone of the column thereby complete is not taking hold of this business of book selling fairly. Every book columnist has a public. It may be infinitesimal in size but your readers come back to you Mondays and Thursdays because the angle of the subject pleases them. Books and authors of books are the material which publicity people try to offer you. But to these sheets you must add your own fund of general information, your own imaginative resourcefulness and also your own discretion.

For these reasons, I repeat, the more publicity material that comes to your desk the better able you are to develop and strengthen your book column. We all know, exactly as Miss Mackay says, that Trader Horn and Joan Lowell are far more useful as human interest than A. S. M. Hutchinson or John Masefield. It is pleasant to read about a new novelist that at least eight outstanding, highstepping and worthy English critics acclaim gloriously. But no academic phrases of theirs can make him into a dramatic figure. Wasn't it Ethel M. Dell whose mysterious refusal ever to be interviewed gave her personality rare appeal for her devoted public? There again the dramatic element entered. I do not agree that authors ought to be made to seem "just folks." Readers of their books want to picture them as wonderful, fearful, law abiding, law breaking, wearing monocles, carrying pet monkeys from Samoa to Fall River, everything in fact that places the novelist on a height above his fellow hu-

man beings. Publicity material ought to be used again and again as a hint. It is a peg upon which to hang an idea; a statement which from other sources you may be able to affirm, develop or in occasional instances deny.

Publicity writers in publishing houses often have a fearful time gathering material. For in many cases they are but too well aware that tedious autobiographical details given by authors are of little value for book notes and news stories. It is hard work to tie up a new author with a sudden event of national importance or explain why the political career of a New Jersey congressman had such an effect upon his eighteen-year-old daughter that she wrote a book about her own adventures in high school. Far fetched some of those efforts may seem. Nevertheless it is adventurous work whether you are sending material to newspapers or sorting and arranging it for a book column. Often I have found through letters from correspondents that the one piece of information that sold them a book was something more inadvertent than direct. The publicity material I receive today, despite all the handicaps under which it must necessarily be written, teems with originality. I can name eight writers of it whose work amazes me by its continuous resourcefulness and vitality. They are all seasoned workers in their profession. Publicity is salesmanship at long range. A great deal of calculation must enter into the proceeding, and understanding of the audience.

I once sat down for an hour with a clever woman, known to all of you and had her explain just how she called attention to her literary wares and the kind of information she prepared for a selected list of literary editors. But if both time and opportunity for making such personal contacts is denied publicity directors it is far better to send out too much material than too little. It is my belief that far more material gets into the newspapers than returns happily like a homing pigeon to the publisher's files. Clippings are lost, returns may not come officially but before your publicity material hits any waste basket it has several minor encounters with pens, paper and typewriters, and with writers who are only too thankful for any of your suggestions which they can use.

# Current Books by Direct Canvass

*A Hungarian Publisher Discusses a New Method of Book Distribution*

A BUDAPEST publisher, who is also the son of a publisher, spent the summer in New York studying American publishing. He sailed in October with new ideas for his own field. He left with those who met him interesting ideas from Hungarian publishing methods. Kalman Lantos, managing director of the Lantos Company, Ltd., Budapest, and the Genius Company, Ltd., of the same place, is one of those European publishers who is not satisfied with what he has learned from his own thorough apprenticeship and years of experience but is desirous of finding what other countries can teach him.

Mr. Lantos was particularly appreciative of the hospitality of the country, especially of Horace Liveright, who very cordially invited him to take desk room at his office for the period of his stay. Mr. Liveright became acquainted with Mr. Lantos by publishing a Hungarian book by Rodion Markovitses, "The Siberian Garrison."

One Hungarian publishing experiment which Mr. Lantos described to the *Publishers' Weekly* which seemed to the editors very new came out of his observations of the American book clubs. He believes that there is a large market for

current books which can be reached by careful field canvass, but he believes that it can be done better by canvasser than by mail-order. "I think," he says, "that it is better not to use a book for direct sale on the date of publication, as that hurts

the sale of the trade edition, nor do I believe in letting this additional selling get outside my own hands. My plan is to make up from my output of the past year two or three collections each including a dozen books of real popular interest and value. These collections are given a name like "The Contemporary Library," "Modern Fiction" or a similar group title, and the canvasser offers them at a lump price which totals just what the trade edition would cost. Because the books have already paid for themselves, there is a good margin for covering the cost of selling by canvass.

"The publishers of Hungary employ

hundreds of travelers, who describe, explain and sell the sets to prospective buyers. On a set of fiction, for instance, the writers have been introduced to the public by means of advertising, and when the book was first published copies were on sale in every city and out-of-town bookstore. Thus they get their first start. One publishing house issues a monthly maga-



*Kalman Lantos, Managing Director of the Lantos Company, Ltd., Budapest*



zine entitled *Literature* which helps to keep the public in touch with the current work. The total amount of bookstore sale is likely to be only 4,000 to 8,000 copies, which does not, at the Hungarian price of books, give a living basis for either writer or publisher. The work of making group sales begins after these current sales have decreased. Each series is made up with some special public in view and may be called "Classical Fiction," "Modern Fiction," "Today's Books," or "The New Roads." There are 10 to 20 in a set, each with a uniform cover. A dummy is made up which the canvasser uses, with sample pages describing each book, its illustrations, a picture of the writer, etc. The canvassers thoroughly cover every city and even far-away hamlets. The salesmen get 20% commission. Out of that they must pay all their own expenses." The cost of this type of production in percentage, Mr. Lantos believes, is less than other methods of sale. So thoroughly is Mr. Lantos convinced of the necessity of direct canvass that he is more thoroughly organizing his business in that direction and took back with him, when he sailed for Hungary, the rights to a group of 10 American books which will be sold by this method.

In prophesying that this Hungarian plan might work in other countries, Mr. Lantos pointed out the difference in the size of the potential bookmarkets of Hungary and the United States. After the war when the new map of Europe was settled, there were only 8,000,000 Hungarians in the country. Many had been allocated to Roumania. Those of this nation who went to live in other countries were hindered from receiving books and other Hungarian material. In order that writers might write and literature might live in this small area, the country had to take a deeper interest in books and book ownership. How strong was this feeling of loyalty to support literature was indicated by the fact that when the works of one of the greatest living Hungarian writers, Franz Herceg, appeared in a collection of 30 volumes costing \$50, eleven thousand sets were sold.

Is there any set of fiction costing \$50 which has seen a comparable sale in America? This would mean a sale of 150,000 sets. Hungarian culture is deep-

rooted. The country was crossed and recrossed by attack and destruction in its early history. In the year 1200, says Mr. Lantos, Hungary's population was the same as that of the British Empire. Eight hundred years later 18,000,000 people speak Hungarian and 250,000,000 English. In spite of this small potential public, great publishing undertakings have been made possible by the spirit of the people. The works of representative Hungarian writers have been published in the following number of volumes: Jokai, 100 volumes; Mikszat, 50 volumes; Baron Joseph Eotvos, 24 volumes; "Revai's Big Lexicon," 20 volumes, to mention but a few.

### Western Convention Begins Definite Plans

THE HOTEL BILTMORE, centrally located on Pershing Square, Los Angeles, will be the scene of the second convention of the Western Booksellers' Association, a branch of the American Booksellers' Association, the first meeting of which had such a striking success at San Francisco last April.

The general committee, with O. B. Stade as chairman, met for its first meeting last week, and great enthusiasm for the project was evidenced. On account of the late Easter, it was decided to settle on Monday, April 23rd to April 26th as the date.

The list of committee chairmen is as follows:

Chairman, Convention Committee, O. B. Stade, Hollywood Book Store, Hollywood, California.

Chairman Program Committee, Leslie I. Hood, Vroman's, Pasadena, California.

Chairman, Entertainment Committee, (not yet announced).

Chairman, Publicity Committee, Ernest Dawson, Dawson's Bookshop, Los Angeles, California.

Chairman, Finance Committee, H. F. Brown, Pasadena.

Chairman, Printing Committee, N. M. Gordon, Satyr Book Shop, Hollywood.

Chairman, Library Committee, Albert C. Read, Los Angeles Public Library.



# Relation to Schools and Libraries

*Seventh Article on the Development of the Children's Book Department*

Mable Arundel Harris

THE teacher, the librarian and the children's bookseller have a great deal in common. The first two can be of as much help to the latter as the latter is to them. The children's bookseller should make a special effort to get in touch with as many children's librarians and teachers as possible. It is a good plan occasionally to meet with the two groups at their several meetings. Efforts should be made to have them understand the peculiar problems of the children's book department and its ambitions and ideals.

Although the children's book department, unlike the library and the school, must sell to make its way, it is nevertheless aiming as certainly for the same goal as the two educational bodies supported by public money. It also is doing its best to develop educated citizens.

Children's booksellers have found it a valuable practice to use lists of books made up by the public library and to invite the librarian to send her assistants to the children's book department during the holiday selling season to give advice to puzzled purchasers of children's books. If the children's book department has an adequate and a well-informed staff this is not necessary, but it is a neighborly gesture and one that impresses the public. It also gives the library an additional favorable opportunity to come before the public.

Teachers, particularly teachers of literature, are frequently willing to bring whole classes of children to the children's book department on a "Literary Tour." They often are willing to use a theme suggested by the children's book department, such as: "How I Would Spend Ten Dollars For Books;" "What I Saw at the Boys' and Girls' Book Department, Blank's Store;" "What I Like Best in Books;" or, perhaps, the class will turn to poster making or to building book shelves.

The children's book department, on the

other hand, can help the teacher by supplying lists, and the teacher and the librarian by supplying posters, book jackets (ragged jackets can be salvaged for posters), book exhibits and a friendly welcome to the children's book department.

## The Bookseller as a Public Speaker

Most booksellers feel that it is a good plan to send out a speaker with the exhibit of books whenever this is possible. The publicity department or the general manager of the book department should offer the services of the children's bookseller as a speaker. This can be done by folder, by letter, through the Public Library, by newspaper advertisement, or by contact. A folder such as the Jones Book Store of Los Angeles gives out to clubs and Parent-Teacher Associations, while this includes talks of a general book nature as well as talk about children's reading, is a clever model.

This folder is 6 by 11 inches, printed in dark blue on gray paper and folded three times. It offers:

## "PROGRAMS

### *Suitable for Clubs and Parent-Teacher Associations*

During the coming year The Jones Book Store will provide the following programs to Clubs and Parent-Teachers' Associations within a radius of sixty miles of Los Angeles."

The second page reads:

## SUGGESTIVE LISTS OF PROGRAMS

### *Suitable for Parent-Teacher Associations Talks Twenty to Thirty Minutes*

#### NUMBER ONE

Mother Goose and the Jingle in the Life of the Child.

#### NUMBER TWO

Fairy Tales, Myths and Legends.

## NUMBER THREE

The Child and His Book Friends.

## NUMBER FOUR

Books for Boys and Girls.

## NUMBER FIVE

Story-Telling in the Home, School and Playground.

## NUMBER SIX

The Value of Story-Telling (and books about it).

### Exhibits and Lists of Books Furnished Upon Request

The following pages list talks for the Drama sections, and "Talks Duplicated from the Radio Period of the Bookshelf;" the last page announces a Book Service.

"A supplemental single page adds further information for "those who are interested in our.....lists of programs for clubs, and parent-teachers' associations. . . .

"We will arrange any program chosen by the club from our suggestive list, providing thirty days' advance notice is given.....

"No charge is made for our programs. We ask only that transportation or carfare be furnished the speaker, and in the case of book displays, the expense of transportation be paid by the club. When displays are desired kindly state type of books wanted, and name of club member who will be responsible for checking and return of books to us. Tables or bookshelves must be furnished for purpose of display. We like to choose our display books carefully and in ample time, so for that reason, advance information on the display will be appreciated.

"In writing for information it will facilitate our prompt reply if clubs will state clearly day and date, the exact hour and the desired length of program and type and number of books for display.

"We are sincerely hoping that our suggestive programs and book service will prove an invaluable aid to the club literary sections, women's study organizations and parent-teacher associations this year. If your club is interested in a particular author and his books, or some special topic or phase of literature that we have not mentioned in our lists, we will make every

effort to furnish you with the material or with a program on that subject.

### THE JONES BOOK SHOP

426-428 West Sixth Street  
Los Angeles, California.

The old problem of getting the horse to water is illustrated anew in the situation of the bookseller who comes primed with a talk and armed with an exhibition only to find that her audience is so limited as to make the whole affair dispiriting. She knows that it isn't that the other members of the club are not interested enough to come; it simply means that other matters have claimed their attention. This is when the children's bookseller resorts to strategy. Not at this particular program, of course, nothing but philosophy can avail at this, but in planning the next program.

If the children's bookseller will ask the program chairman to furnish children dressed to represent characters in books,—type characters such as, for instance, a Mother Goose, which will give the bookseller an opportunity to talk about the jingles; or a pirate, which is an effective introduction to sea and adventure stories,—and she will call each character up to the platform with her in turn, the hall will be filled. Everybody and his gramma will come. If the talk is to be on the jingle as the early book for children, there can be a Jack and Jill, a Little Jack Horner and any other characters the children's bookseller believes she can use. The more, the happier the audience will be. The more *they* can contribute to the talk the more they will be interested in her talk.

If it is not possible to get children in costume another excellent way to get a response from an audience is to have it write out the titles of the books the bookseller talks about. She can either use a blackboard to write out the title, author and publisher and the salient features of each book; or hold up the book in question for all to see; or do both; or pass around copies of the "Bookshelf for Boys and Girls" and have the audience mark against the titles in this. In any event she must ask the program committee to furnish pencils or pencils and paper to the audience for this purpose at the beginning of the program.



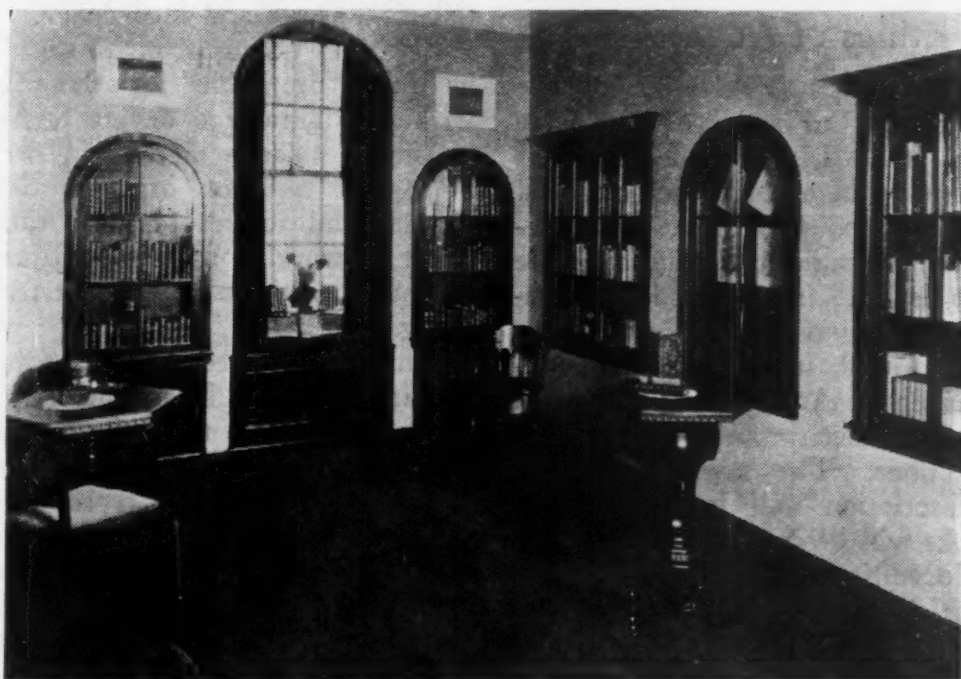
### The Club Leader as Speaker in the Children's Book Department

There is a nice opportunity for a return of courtesies in the extension of an invitation to the club leader, or the Parent-Teacher worker, or to some representative man or woman, asking them to talk in the children's book department, or the store's auditorium as a special guest of the children's book department. Perhaps it may seem to promise a more interesting program if several speakers are represented; possibly a whole series of talks can be planned. The enthusiastic but inexperienced young children's bookseller should work closely with the publicity department and be certain that if such a talk

or talks is arranged that they will be properly advertised. Not only business acumen but courtesy demands that as representative a crowd be gathered together as is possible.

A Book Tea, if the children's book department is in a department store with tea room facilities, is a clever way of managing an afternoon book chat. Tickets are sold and tea and an ice or cakes are served and there is a pleasant chatter *following* the book talk. A fee is usually paid the speaker at the Book Tea, or else the money above the cost of the service is arranged to be paid to a children's hospital library fund or some favorite and popular children's benefit which the audience will be glad to aid.

## Books on the Upper Floor



**I**T is often asked whether books can be sold successfully on the upper floors of office buildings, and usually the answer has been no; but Benjamin Weiss has started a shop called "The New Yorkers" at 71 West 45th Street in a fourteen story office building and has created a special atmosphere for his shop and been able to make it a place so attractive for collectors that his shop is already a success. His rooms consist of an entrance hall, business office and book room, all of which are harmoniously decorated in mod-

ernistic style with black woodwork and light green walls. In the book room the color scheme is completed by a wine colored carpet. The book room has five bookcases which are divided among the three special lines in which Mr. Weiss is specializing: modern fine printing, current first editions and fine bindings. There are two tables besides a few books displayed and comfortable chairs. The shop is also showing modern etchings and water colors.

Mr. Weiss has an experienced assistant in Miss M. Tulchin.



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

October 12, 1929

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## As to Ethics of Advertising

THE Publishers' Weekly has before been critical of some of the copy which the Literary Guild has thought necessary in order to get business. It feels it should point out that this technique of business building by unfavorable comparisons is still in use and still objectionable. The current advertising reads: "The Junior Guild, in fairness to the retail book dealers of America, refrains from predicting the exact retail value of any twelve selections. The saving, however, through subscription will be tremendous, and the books will be equal, if not superior to the trade editions." And again in the same advertising matter, "This membership brings books to you at a cost of \$1.55 apiece, whereas books of the same title often cost \$3, \$4 and even \$5 in the stores. One recent Junior Guild selection is being brought out in a \$10 retail edition."

If the Club edition is better than the trade edition, the purchaser at the bookstore has a most just complaint to make against the original publisher, as he is paying a higher price and deserves the best book that can be made. If the Guild edition is not better than the trade edition, the original publisher must object to this advertising copy which cannot help but make him appear in an awkward position.

In the second statement it does not say

that the same *book* often costs much more, but the same *title*. If the Guild means that the same book is sold in stores at prices ranging up to \$10, that should be said. If it simply means that the same title is sold at the bookstore in many different editions, which because of variation in illustrations and other details of format, range in price from \$3 to \$10, the wording is such as would mislead most readers of the Guild advertising.

## No One Perfect Way

SPEAKING before the Conference on Retail Distribution at Boston, O. H. Cheyney, a leading authority on business problems, is quoted as saying that he would decidedly question the idea that there could be any one system of retailing that would eventually supercede the other, by achieving the miracle of ending all distribution waste and inefficiency.

"I think," he went on to say, "it would be more profitable for those concerned with distribution to devote less energy to seeking a modern method in the sense of a perfect type of organization or machinery and to devote more thought and effort to working out improvements in the operating methods of the systems now existing."

This opinion seems to be supported by conditions in the booktrade, as the recent expansion in the trade has not been the result of any one type of store but of the development of many types. No one of these has or will wipe out the other, but each can be perfected until it does its job with greater efficiency. One only has to bring to mind a list of successful bookstores to realize that no one type of shop will suit all people. General bookstores, department stores, personal bookstores, specialty shops all have their reason for being and their reason for developing to greater perfection. House to house canvass, mail-order, book clubs have their reason for being, and there is a large public that wishes to be served in these ways.

In perfecting the efficiency of these different retailing systems, the enthusiasm of a great number of people scattered throughout the country is called into play, and the best ideas of each organization may be used for the benefit of all.

## Advances to Authors: Another Aspect of the Problem

THE article on "Why Authors Leave Home" by Dale Warren in the *Publishers' Weekly* of September 28th brought from one well-known publisher a comment on the subject of advances that adds an interesting sidelight on this modern form of competition among publishers.

Definite reference was made in Mr. Warren's article to the fact that "The use of advances to authors has had an enormous development mainly due to the competition engendered by the literary agents."

"One detail of the matter was not mentioned," writes our correspondent. "That is, the agreement which ought to be made, that the publisher in making the advance reserves the right to debit it against 'general account,' that is to say against the credits that might obtain under the authorship account for other books by the same author. In this way, the risk of an advance on a new book would be materially lessened. The publishers would, in fact, be justified in agreeing to even larger advances than would otherwise be warranted by the record of the author's previous book or by the expectation of sales that the new book might achieve in six months."

"The literary agents are for the most part opposed to any such provision in the agreement, taking the ground that the contract for each book should place the book in a 'water-tight compartment' to be handled only under the conditions of its own individual agreement. It is certainly, however, not in accord with equity for a publisher to be held to make payments to the author for proceeds due on authorship account for certain books on the list when the author has had proceeds that do not properly belong to him because they were never earned."

"All publishers who are handling books by transatlantic authors have had occasion to charge to 'profit and loss' substantial deficiencies on certain books by authors to whom they were paying money on the earnings of other books."

Certainly the inequity of this situation is assuming larger proportions each year.

## Movies

AMERICA may go to the movies instead of spending a quiet evening at home, thus making the picture a competitor of the bookseller; but America also discovers some books it has been overlooking through those same movies so the bookseller should not bemoan his fate too loudly in a cinema addicted age. Librarians, and booksellers have cited some interesting vogues in reading which can be directly traced to some recent pictures. There is a report that "Show Boat" has brought out all the Mississippi lore from Mark Twain to negro spirituals. The Bible and books about the Bible were hustled into circulation following the showing of "The Ten Commandments" and "The King of Kings." Movie editions of classics such as "Anna Karenina" have introduced many books to the reader who otherwise would probably have been afraid of them because they were classics. This influence is not always so direct in its effect, but many booksellers have found it profitable to keep their eyes on the titles playing at the local movie house. "Sorrell and Son" sold father stories; "The Divine Lady" brought a demand for books about Nelson and Lady Hamilton. The George Arliss film of "Disraeli" is bringing a dozen titles about the famous statesman to bookshop windows in New York this week.

## Early Advertisers

BOOK publishers will be interested to note in Frank Presbrey's "History and Development of Advertising" that "The first advertisement published in the English language, and one of the first to appear in any language, concerned a book." Also, that "Cromwell's march into Scotland gave that country its first news book." And again, that "Use of the word 'advertisement' in the modern sense first appeared in 1655 when book publishers began to head their announcements." In Mr. Presbrey's volume any publisher will find delightful reading as he sketches in with admirable clarity the background of modern advertising. The book is so fully illustrated that one can skip from chapter to chapter and find just the material that would be most interesting to the reader.



## In the Bookmarket



Emblem figuring  
on Coward-Mc-  
Cann letterhead  
until the publica-  
tion of "Coronet"

ONCE Manuel Komroff had an idea for a short story. He told it to Eugene O'Neill four years ago, and to Gilbert Seldes three years ago. Each time it grew in proportion. Once at work writing on it he found the idea grown into a two-volume novel which he named "Coronet," and which will be published by Coward-McCann on November 1st. It is the third two-volume novel by an American in the last ten years. The other two are "Prima Donna" and "An American Tragedy." ❀ ❀ ❀

From those closely guarded sanctums of publicity plotting comes a rare story, exclusively, to the *Publishers' Weekly*. It is about the book by Blaise Cendrars, known to the general public through Payson & Clarke as "Little Black Stories for Little White Children." In a dark whisper the story goes that the first title decided upon was "Little Black Tales for Little White Children." ❀ ❀ ❀

Richard Aldington, author of "Death of a Hero," *Covici, Friede*, was recently approached by a female interviewer for a Western American paper. Said this "terrifying American girl," who knew all about publishing but had never heard of Chatto and Windus, "Why did you write your novel?" Said Mr. Aldington, looking desperate, "Because I had a fight with an octopus." ❀ ❀ ❀

"The Well of Loneliness," mentioned as one of the grounds in a recent separation suit in civic-minded Cleveland, where such things are not supposed to happen, has been dramatized and will be seen on the Paris stage this Fall. ❀ ❀ ❀

The other day the *Vanguard Press* received an order from a Cardinal for a copy of "How Like A God," the novel by Rex Stout dealing with a man's relations with four women. It would seem that perhaps the title caused the novel to be confused with a religious work, of the more pagan

variety, like Mr. O'Neill's fortunate unfortunate "Strange Interlude." ❀ ❀ ❀

"The Gluyas Williams Book," published on October 11th by *Doubleday, Doran*, is a volume devoted solely to the satirical drawings of this artist. There is an introduction by Robert Benchley. Says Mr. Benchley in a more than less serious moment, "I believe that Williams' drawings will be preserved for expert contemplations both as data on the manners and customs of our day and as graceful and important examples of its art. . . . Even if I were to make a house-to-house canvass to sell it, I could not help him as much as he has helped me. My only consolation is that he really needs the help. . . ." ❀ ❀ ❀

Naomi Royde-Smith follows up her first Devonshire novel "In the Wood" with a second, "Give Me My Sin Again," *Harper*, which will be published on October 2nd. ❀ ❀ ❀

Any man who can discover something new in the way of interpretation of the "tragic" career of Marie Antoinette is clever. John Garber Palache is clever. In "Marie Antoinette: The Player Queen" recently published by *Longmans, Green*, this writer holds Marie neither as a villainess not a tragic victim, but as one whose temperament did not fit her for the position she was called upon to fill in life. ❀ ❀ ❀

"The Embezzlers," a novel by a young Russian, Valentine Kataev, to be published here on November 1st by *The Dial Press*, has the enviable distinction of being the May selection of the Book Society, London, the November selection of the Book of the Month Club, New York, and of having been dramatized at the Moscow Art Theatre. ❀ ❀ ❀

A definitive edition of the collected works of Sir James Barrie has just been announced by Charles Scribner's Sons. The fourteen volumes will be known under the collective title of the Peter Pan Edition of the novels, tales, sketches and plays of J. M. Barrie.



# In and Out of the Corner Office

OUR week-end, in spite of this season of damp weather and bad colds, was cheered by the timely arrival of *Morrow's Almanack*. The first two volumes were edited by Burton Rascoe, and nothing in the Almanacks has been so deliciously absurd as his horoscopic character analyses in the 1928 Almanack. But Thayer Hobson has contrived in this third book no mean successor to the earlier volumes. And, for good measure, Burton Rascoe contributes a monthly essay. John Macy contributes again his *Own Book of the Week Selections* with the same charming comment. Dorothy Taylor has culled monthly recipes from some outrageous cookery book, and Edward Hope has devised almost equally outrageous *Monthly Advice on Bringing Up Children*. Among the illustrations are reproductions of old woodcuts which head off each month, with captions by Thayer Hobson. ❀ ❀ ❀

To celebrate the entrance of Al Smith into the field of best sellers, the Viking Press kept open house on last Friday with the New York book world well represented. Governor Smith (who had done his autographing for the promptly exhausted de luxe edition) was ready to talk high building rather than politics, as he is president of the company that is putting up on the Waldorf site the highest building in New York, higher than a pile of the first printing of "Up to Now" stacked one on another. ❀ ❀ ❀

Katharine Brush, author of "Glitter," "Night Club" and other books, who was recently married to H. Charles Winans, has just sailed for Europe, where the couple will spend their honeymoon. ❀ ❀ ❀

On Wednesday the *Atlantic Monthly*

gave a tea at the Vanderbilt with Edward Weeks, Jr., the new Book Review Editor, as guest of honor. Mr. Weeks is well known in New York, was, in fact, host at the *Atlantic's* party for Mazo de la Roche last winter. He is known to readers of

the *Publishers' Weekly* for the articles he has contributed to its pages. ❀ ❀ ❀

Lincoln Mac Veagh, The Dial Press, gave a tea on Thursday, October 3rd, for Elizabeth Bowen, author of "The Hotel," a best seller last year, and the forthcoming book, "Joining Charles," which will be published October 10th. Miss Bowen has been visiting in America since September 10th and will return to England on the 9th of October on the *Berengaria*. ❀ ❀ ❀

The Gardenside Bookshop of Boston has come back to its garden. Mrs. Beckwith started her business some years back on

Boylston Street, opposite the Public Gardens, but lost her lease and moved to Dartmouth St., near the Public Library, where the rare book business rapidly grew. Now a branch seems possible and one of the attractive little stores on the Arlington St. front of the Ritz-Carlton Hotel has been leased, a perfect location. Mrs. Beckwith was the public spirited person who took time to go to Washington for the tariff hearings and make an able plea for better ratings on fine binding on old books. ❀ ❀ ❀

Ernest Eisele of B. Westermann & Co. is just home from a summer in Europe. He is full of enthusiasm, especially for Vienna, where, in spite of great poverty, so much is being done for the education of the children. The new schoolbooks, he says, are amazingly inexpensive and beautiful.



"An allegorical picture of a book club bringing the author and the reader together." From *Morrow's 1930 Almanack*.

## September Best Sellers

**T**HOUGH the first four books on the Best Seller List of September fiction, as compiled by *Books of the Month* were the same as in August, the balance of the list was entirely made up of new Fall books. This is quite a record, even for the fiction list, to have more than half the titles new ones. Leader of the new titles was "Whiteoaks of Jalna," by Mazo De La Roche, a continuation of "Jalna," which is apparently also going to continue the popularity of the first book. Next is Julian Green's "The Dark Journey," winner of the Harper prize novel contest for 1929-30. It is followed by "Blair's Attic," the New England mystery story by the father and son collaborators, Freeman and Joseph C. Lincoln. "Red Silence," Kathleen Norris' new romance, comes next. Ninth is "Field of Honor," Donn Byrne's posthumous novel, and last, "Hans Frost," in which Hugh Walpole portrays a personality of literary London. All of these novels are what might be called sure-fire, so that it will be interesting to see how they come out in next month's race, whether some of them will supplant the first four on the list, or whether some even newer novel will be the successor to "All Quiet on the Western Front."

There were six more new novels that made a good showing during September, but which had probably not been out long enough to make the first ten. These were "Ultima Thule" by Henry Handel Richardson, "Burning Beauty" by Temple

Bailey, "Atmosphere of Love," by André Maurois, "Ex-Wife," published anonymously, but since disclosed as the work of Ursula Parrott, "The Guarded Halo" by Margaret Pedler, and "Five and Ten" by Fannie Hurst.

Non-fiction showed, during September, the beginning of recovery from its summer sluggishness, with the appearance of two new titles on the list. There were several other promising ones, too, so probably in another month the many interesting fall books, which are being published right now, will begin to fill up the list. Among the books that have been on the list for several months, practically the only change was the advancement of "The Specialist" to first place. "The Tragic Era" did not have to make its way slowly upward, as did Claude G. Bowers' last book, "Jefferson and Hamilton," but immediately leapt into fourth place. At tenth place is "Beethoven the Creator," a study of the composer's great creative periods by Romain Rolland.

In what would have been eleventh place, if the list continued, is a new biography, "George Washington" by Shelby Little. The thirteenth Cross Word Puzzle Book was also popular, as were two other new biographies, "The Incredible Marquis: Alexandre Dumas" by Herbert Gorman, "Mrs. Eddy: The Biography of a Virginal Mind" by Edwin Franden Dakin, and a volume of reminiscences, "Life's Ebb and Flow" by Frances, Countess of Warwick.

### Fiction

- |   |   |
|---|---|
| Remarque. "All Quiet on the Western Front." <i>Little, Brown.</i> \$2.50. | Green. "The Dark Journey." <i>Harper.</i> \$2.50.       |
| Deeping. "Roper's Row." <i>Knopf.</i> \$2.50.                             | Lincoln. "Blair's Attic." <i>Coward-McCann.</i> \$2.    |
| Ertz. "The Galaxy." <i>Appleton.</i> \$2.50.                              | Norris. "Red Silence." <i>Doubleday, Doran.</i> \$2.    |
| Glasgow. "They Stooped to Folly." <i>Doubleday, Doran.</i> \$2.50.        | Byrne. "Field of Honor." <i>Century.</i> \$2.50.        |
| De La Roche. "Whiteoaks of Jalna." <i>Little, Brown.</i> \$2.50.          | Walpole. "Hans Frost." <i>Doubleday, Doran.</i> \$2.50. |



## Non-Fiction

- Sale. "The Specialist." *Specialist Pub. Co.* \$1.  
 Hackett. "Henry the Eighth." *Liveright.* \$3.  
 Dimnet. "The Art of Thinking." *Simon & Schuster.* \$2.50.  
 Bowers. "The Tragic Era." *Houghton Mifflin.* \$5.  
 Lippmann. "A Preface to Morals." *Macmillan.* \$2.50.  
 Durant. "The Mansions of Philosophy." *Simon & Schuster.* \$5.  
 Ripley. "Believe It Or Not." *Simon & Schuster.* \$2.50.  
 Ford. "Salt Water Taffy." *Putnam.* \$2.50.  
 Work. "Contract Bridge for All." *Winston.* \$2.  
 Rolland. "Beethoven the Creator." *Harper.* \$5.

# Boston Booktrade News

Dale Warren

NO LESS a drawing card than Fannie Hurst is to open the series of Atlantic Monthly Bookshop talks at the Hotel Ritz Carlton this fall. The Bookshop is planning a series of monthly events for its patrons and other speakers will be announced in the near future. Among those heard last year were Gertrude Atherton, S. Foster Damon, Cornelia James Cannon and Walter Prichard Eaton.



Benjamin H. Ticknor of Houghton Mifflin Company has just sailed for France for the dedication of the church in Belleau which has been rebuilt, without the solicitation of outside funds, by the 26th Division, A. E. F., with which he served throughout the War and which destroyed the church during the second battle of the Marne. Mr. Ticknor was a member of the Committee that worked out the plan and raised the money for this unusual and worthy object.



When the barring of "Strange Interlude" was first made known, Jackson's Book Store on Pemberton Square delighted its customers and a large crowd of passers-by with the following announcement prominently displayed on the sidewalk:

## IMPORTANT NOTICE

Any person or persons under 75 years of age and living in Boston, who wishes to purchase any of these books — Prints — Brochures—leaf-

lets—pages, or parts or portions of such, which contain, include, or mention such words as—

Ankle—leg—arm—damn — hell—spit—piffle—devil — Hades — whoopee, etc.,

Must first present a signed affidavit from his, or her, or its mother and countersigned at City Hall, not later than the year 1601, stating that he, she or it will not be corrupted, led astray, learn immorality, birth control, sex appeal, evolution, that the earth is flat, that angels do not have wings, that all other nations, creeds, born or unborn, have a right to differ in opinion, or have opinions, from Bostonians; that the Cabots and the Lowells did not descend from a cod or cods or other fish.

When presenting the said affidavit the dime, nickel, or Nichols, in payment of such books, pamphlets, etc., above mentioned the dimes or other coins must first have been personally tested at the Philadelphia mint and so certified by the director of that mint.

Millions of books have been printed, and about 10,000 are issued each and every year, but we, the proprietors hereby agree to guarantee that we have read every book, page and word, and that we are in the position, situation and condition to find, point out, know, disclose and explain, each and every word which is banned, prohibited and excluded from the vocab-

ulary of all infants of under 75 years.

Not often does poetry make the front page of a daily newspaper. This distinction, however, was attained by Margaret McGovern when her first book of poems, "The Lost Year," was announced. It may be that Miss McGovern's employment as waitress in the local Y. W. C. A. provided the necessary "human interest" element. At all events, the book is now issued in an attractive format by Coward-McCann with an introduction by Professor Rollo Walter Brown of Harvard.

John Clair Minot, literary editor of the *Boston Herald*, has opened his fourth an-

nual series of radio book talks, sponsored by Jordan Marsh Company over WEEL. These talks are given on successive Sundays at 5:15 p. m. . . . Edward Weeks, recently introduced to New York publishers at a party at the Hotel Vanderbilt, is now in charge of the book review department of the *Atlantic Monthly*. . . . Leonard H. Nason, of war book fame, is back in town after several months abroad. . . . October 25 is the publication date of Mary Lee's "It's a Great War!" and William T. Scanlon's "God Have Mercy on Us!" the two war novels which divided the \$25,000 prize offered by Houghton Mifflin Company and the *American Legion Monthly*.

## Copyright and the Irish Free State

A RECENT issue of *The Publisher and Bookseller* announces a copyright bill newly introduced into the Free State Parliament. The bill consists of five clauses. Clause 1 deals with pre-treaty copyrights, and provides that those subsisting in the United Kingdom of Great Britain and Ireland on December 5, 1921, shall subsist and be deemed always to have subsisted in the Irish Free State, notwithstanding anything contained in the Industrial and Commercial Property (protection) Acts of 1927.

Clause 2 deals with the transfer and devolution of pre-treaty copyrights and provides that they may be dealt with as though the Copyright Act of 1911 and every order made thereunder and in force on December 5th, 1921, had always been and were still in force in the Irish Free State.

Clause 3 provides that, so far as the copyrights declared by the new bill to subsist in the Irish Free State are concerned, the Copyright Act of 1911 shall be deemed to have and continue to have full force and effect in the Free State.

Clause 4 provides that, notwithstanding anything contained in the new bill, no remedy or relief shall be recoverable or granted in respect of any infringement, in the Irish Free State before the passing of the Bill, of any copyright declared by the

bill to subsist or to have subsisted in the Irish Free State.

Clause 5 is the short Title of the Bill.

The portion of the bill which is of importance to owners of copyrights in this country is Clause 4, which will not only make it impossible to recover damages for infringements of copyright which have taken place prior to the passing of the bill, but is said to be designed to render impossible appeals from the Irish Courts to the Judicial Committee of the Privy Council.

On October 1, the Department of State announced that a reciprocal copyright agreement had been made with the Irish Free State. The agreement became effective on that date, and the full text of the Department's announcement is as follows:

"The United States and the Irish Free State have concluded an arrangement for the establishment, effective October 1, 1929, of reciprocal copyright relations between the two countries. The arrangement becomes effective in the United States by the President's proclamation extending to citizens of the Irish Free State all the provisions of the copyright laws of the United States and in the Irish Free State by orders of the Governor General extending to citizens of the United States all the provisions of the copyright laws of the Irish Free State.



## How the Composer Collects

A WRITER'S problem in collecting his deserved income for creative work, even though it has become more complicated by new outlets for his material in recent years, is simple indeed compared to the problem of the composer. If the composer collected from sheet music alone, he would be poor indeed, and, in order to collect for the use of his music in various places where it can be used, he organized ten years ago the Composers, Authors and Publishers' Society, in which organization the authors owning copyright pool their rights, collect from the various users who employ their music for public performances and then subdivide the total income according to the approximate amount of rights that each composer has pooled. It is a necessary operation but not easy and it is sure to bring protests from everyone who uses the music. The latest protest is from the Universal Broadcasting Company of Philadelphia, WCAU, which says that the fee for a year's use of all copyright music for its station has been raised by the Society of Composers from \$1,000 to \$5,000. Dr. Leon Levy, President of the Company, produced figures which are of interest, indicating that a Buffalo station pays only \$600, a station at Pittsburgh \$2,500, etc. He claims that the broadcasting company is making a profit of \$50,000 a year.

## "Scarlet Sister Mary" Takes to the Air

A PEEK into the future of books, or rather the format of books, in an air-minded world has been offered by Bobbs-Merrill with an Airplane Edition of Julia Peterkin's "Scarlet Sister Mary." The edition is small and light, on India paper in an unusually attractive binding. The number has been limited to 3000 copies signed by the author. They cannot be purchased from the publisher, but are sent as a ten per cent bonus with orders for the trade edition. While they are free to the bookseller, he may sell them if he wishes at a minimum price of \$2.50.

This is all very fine for those who are familiar with the airways, but the idea is also very appealing to a much larger group who carry books in the subway.

## Doubleday, Doran Launch Two New Series



ENCOURAGED by the success of the Crime Club, Doubleday Doran have just launched two new publishing series: *The Golden Arrow Romances* and *Ends-of-the-Earth Adventure*. Under the symbol of the archer and the golden arrow, a striking little design drawn by A. R. Tobias, are grouped new novels by Ruby M. Ayres, Pamela Frankau, Concordia Merrell, J. S. Fletcher, Harriet Comstock and several other writers of romance who have either made a large reading public or are young authors for whom the publishers expect a substantial following. Each jacket will feature the golden arrow design and will list other books of the series. Two handsome displays have been made for the booksellers, a poster in blue, black and gold featuring the design and a smaller companion one to carry each new jacket as the book appears.

*Ends-of-the-Earth Adventure* is a group of adventure tales set in far places, the roaring West, North of Fifty-three, the South Seas, Africa, Asia, wherever thrills and danger walk hand in hand. The trademark of the series is the world on a compass. It also will appear on the back and back flap of each jacket over a list of the other books in the series. In addition, there will be a band around each volume carrying the trade-mark and giving the locale of the story. In connection with the *Ends-of-the-Earth* series is the Ends-of-the-Earth Club in which readers may exchange news with their fellow adventurers in far places. Both series will be introduced with a strong advertising campaign and followed up by attractive dealer helps. One interesting sidelight on the new campaign is that most early subscribers have been women.

## Obituary Notes

### HAROLD BEGBIE

HAROLD BEGBIE, English author, died in London October 8, at the age of 58. It has now been made generally known that he was author of "The Mirrors of Downing Street" and "The Gentleman with the Duster" which, due to their well informed comment about prominent personages, were subject to wide speculation for some time following their publication. His last novel, published in 1928, is "Back Rent."

He was born in the Suffolk village of Fornham St. Martin and received his education largely through tutors. His career as a writer began early with contributions to London papers. He became widely known in America in 1914, when, as a visitor, he defended Great Britain's war position.

During his career he was associated with many newspapers and magazines, but long before the war he became a free lance who along with a steady production of books, found time to be a regular contributor to periodicals and journals.

The number of books he wrote, along with his otherwise busy life, is unusual. The following are some of his titles: "The Political Struwelpeter Series," "The Handy Man," "The Fall of the Curtain," "The Curious and Diverting Adventures of Sir John Sparrow," "Master Workers," "The Priest," "The Cage," "Broken Earthenware," "In the Hand of the Potter," "The Lady Next Door," "Fighting Lines," "Workshops of Destruction," and "The Life of William Booth."

### TEOLIN PILLOT

TEOLIN PILLOT of Houston, one of the best known bookmen in the State of Texas, died September 29, at the age of 65. He entered the book business as a boy in Houston, and while a young man founded his own business which became known as one of the fine bookshops of the South. He carried a large and complete miscellaneous stock at what was a very early date in the development of the Southwest.

### ANDREW FALLON

ANDREW J. FALLON, publisher, died at his home in Brooklyn, October 9, at the

age of 64. At the time of his death, he was president of the Fallon Law Book Company which he founded following early employment in several law firms. Fallon was born in Brooklyn and attended public schools there. During his career as publisher he became widely known among the jurists of New York, and was prominent in the Democratic party although he never held office.

## Business Notes

CLEVELAND, OHIO.—George Fencil has moved from 13916 Union Avenue to 3574 East 135th Street.

COLUMBUS, OHIO.—The Verross Bookstore has opened at 12 East Fifteenth Avenue, with general stock, text books rare and fine editions, and foreign books.

JEFFERSON CITY, MO.—A Doubleday, Doran Book Shop has been opened at 105 West High Street, under Mrs. Earl Grant.

KANSAS CITY, MO.—Prichard, Logan and Company have moved from the Inez Hotel to the Chatham, 3701 Broadway.

LONDON, ENGLAND.—Alwin J. Scheuer has opened a London office under the management of J. C. C. Taylor, at 27 Old Bond Street, W. I.

LYNCHBURG, VA.—The Musketeer Bookshop, 820 Church Street has been opened by Iola Fowler with general stock.

MINNEAPOLIS.—The Stanley Weiser Book Shop, 425 Fourteenth Avenue, has opened with general stock, fine editions, and circulating library.

NEW YORK.—The French Bookshop has moved from 561 to 556 Madison Avenue.

NEW YORK.—Mrs. L. P. Dudley has filled the position left vacant by Flora Kenold at the Britannica Book Shop, 342 Madison Avenue.

## Changes in Price

UNIVERSITY OF PENNSYLVANIA PRESS  
Felix E. Schelling, "Pedagogically Speaking," from \$2.50 to \$2.00.  
George W. Taylor, "Significant Post-War Changes In the Full-Fashioned Hosiery Industry," from \$2.50 to \$2.00.

HARPER BROTHERS  
Henry W. Frost, "Effective Praying," from \$1.25 to \$1.50.

PAYSON & CLARKE, LTD.  
"Tristan in Brittany," from \$2.00 to \$3.00.

JONATHAN CAPE & HARRISON SMITH  
"Humanity Uprooted," from \$3.00 to \$3.50 on publication date, October 14th.



# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

**Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]**

Heyday. 313p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

**Adams, Peter**

Card castles, and how to build them. 85p. il. (pt. col.) diagrs. O [c. '29] N. Y., Brentano's buck. \$2.50

The history of ancient fortresses, Troy, Carcassonne, the Bastille, and others with directions and patterns for reconstructing them in cardboard.

**Allen, Hervey**

New legends. 181p. D '29 c. '22-'29 N. Y., Farrar & Rinehart \$2

The author's first full volume of poetry to be published in five years.

**Allen, Lyman Whitney**

An epic trilogy [verse]. 603p. il. D '29 N. Y., Thornton W. Allen Co., 113 W. 57th St. bds. \$15, bxd.

**Andersen, Dines, and others**

Indian studies in honor of Charles Rockwell Lanman. 268p. O '29 Cambridge, Mass., Harvard \$5

**Andrews, H. T., and others**

The Lord of life; a fresh approach to the Incarnation. 355p. (bibl. footnotes) O c. N. Y., Macmillan \$2.50

Studies of Christ by nine authors.

**Angell, James Waterhouse**

The recovery of Germany. 444p. (bibls., bibl. footnotes) diagrs. D (Pub'ns of the Council on Foreign Relations) c. New Haven, Conn., Yale \$4

A study of Germany's economic recovery and development since the War by an associate professor of economics in Columbia University.

**Anthony, Katharine Susan**

Queen Elizabeth. 272p. (5p. bibl.) il. O c. N. Y., Knopf \$4

A biography of an interesting woman and a great queen.

**Armstrong, Martin Donisthorpe**

The sleeping fury. 279p. D [c. '29] N. Y., Harcourt \$2.50

A brief but deep love affair greatly influences the character of Charlotte Mardale, who later sees her daughter caught by the "sleeping fury" of love.

**Aurelia; the life of Mother Catherine Aurelia of the Precious Blood.** 227p. O '29 St. Louis, B. Herder \$2.50

**Ayres, Ruby Mildred [Mrs. Reginald William Pocock]**

Lovers. 297p. D (Golden arrow romances) c. Garden City, N. Y., Doubleday, Doran \$2

**Aza, Vital**

Tres piezas cómicas; ed. by S. Griswold Morley and Robert K. Spaulding. 245p. S (Heath's modern lang. ser.) '29 Bost., Heath \$1

**Ball, Walter S.**

Carmella commands. 284p. il. (col. front.) O c. N. Y., Harper bds. \$2

A story centering about the character of Carmella, a product of America and the daughter of Italian parents. The winner of the \$2,000 Harper-American Girl contest for the best book of fiction for girls.

**Balzac, Honoré de**

Droll tales; the second decade; tr. by J. Lewis May; il. by Jean de Bosschère [lim. ed.]. 304p. il. (pt. col.) O '29 N. Y., Covici, Friede buck. \$12.50

**Barker, Elsa**

The C. I. D. of Dexter Drake. 302p. D [c. '26-'29] N. Y., Sears \$2

Stories of a super-detective who organized a Criminal Investigation Department of his own.

The cobra candlestick. 301p. D (Popular copyrights) [c. '28] N. Y., Grosset 75 c.

**Barrès, Maurice**

The sacred hill; tr. by Malcolm Cowley. 279p. D (Transatlantic lib.) c. N. Y., Macaulay \$2.50

A story of the Brothers Baillard and the religious order they founded.

**Allen, Frank Waller**

Wings of beauty; a breviary of beauty. 24p. T [c. '29] Long Beach, Cal., Author, 121 Chestnut Ave. bds. apply

**Bartlett, Edward R., and Bartlett, E. Ruth**

Release; a unique and effective Easter pageant. no p. D [n.d.] Chic., E. O. Excell Co., 736 Fine Arts Bldg. pap. 30 c.

**Barry, Iris**

The last enemy. 320p. D [c.'29] Ind.,  
Bobbs-Merrill \$2.50

A novel based upon a most unusual idea—what would happen if people stopped dying? Such a situation occurs in the South of England and panic spreads through the land.

**Bayliss, Blanche**

That they may be one. 246p. D [c.'29]  
Bost., Stratford \$2

A novel whose interest lies in the struggle of a young minister against denominational bitterness, and in behalf of the united church movement.

**Beard, Daniel Carter**

Buckskin book for buckskin men and boys.  
363p. il. O (Woodcraft ser.) [c.'29] Phil., Lip-  
pincott \$3.50

Helps for the fall camper and hunter.

**Beardsley, Aubrey**

Under the hill, and other essays in prose  
and verse; new ed. 70p. il. Q '29 N. Y.,  
Dodd, Mead \$4

**Becker, Mrs. May Lamberton**

Books as windows. 301p. (bibls.) D c.  
N. Y., Stokes \$2

Essays on modern literature by the editor of the "Readers' Guide" in the *Saturday Review* designed to help people get the most out of books.

**Beddow, Bruce**

Coals from Newcastle. 323p. D c. Garden  
City, N. Y., Doubleday, Doran \$2.50

A story of the lives of a miner and his family. George Rudd's was a struggle for the beauty in life which he scarcely understood, and which was represented to him by young Jo.

**Beveridge, Albert Jeremiah**

The life of John Marshall; 2 v. [popular  
lim. ed.]. 616p. (13p. bibl.); 688p. (15p. bibl.)  
fronts. (pors.) O '29, c.'16, '29 Bost., Hough-  
ton \$10, bxd.

**Beyer, Otto Sternoff, jr.**

Wertheim lectures on industrial relations,  
1928. 237p. diags. O '29 Cambridge, Mass.,  
Harvard \$3

**Bianco, Mrs. Margery Williams**

The candlestick. 46p. il. (pt. col.) D c.  
Garden City, N. Y., Doubleday Doran  
bds. \$2

When David was small the old candlestick told him many stories: when he grew up and went to sea, its light guided him home. From 8 years, on.

**Bishop, Morris**

Paramount poems; il. by Alison Mason  
Kingsbury. 98p. D '29 c.'15-'29 N. Y., Min-  
ton, Balch \$2

Humorous and satirical poems, many of which have appeared in the "Short Turns and Encores" section of the *Saturday Evening Post*.

**Blackwood, Algernon**

Dudley and Gilderoy; a nonsense. 281p. D  
[c.'29] N. Y., Dutton \$2.50

A fantasy about Dudley the parrot and Gilderoy the cat who ran away from their country-home in Kent and went up to London in search of adventure. The Dutton prize book for October.

**Blair, W. Reid**

In the zoo; foreword by Madison Grant.  
207p. il. D c. N. Y., Scribner \$2.50

The life of wild animals in captivity described after 27 years of observation and study by the director of the N. Y. Zoological Park.

**Bowles, Mrs. Ella Shannon**

About antiques. 263p. (5p. bibl.) il. O c.  
Phil., Lippincott \$3.50

Anecdotes and reminiscences of collecting combined with information for the collector of American antiques.

**Brawley, Benjamin Griffith**

Freshman year English. 301p. D [c.'29]  
N. Y., Noble & Noble \$2

**Bromfield, Louis**

A good woman. 432p. D (Popular copy-  
rights) [c.'27] N. Y., Grosset 75 c.

**Brosnan, Rev. J. Brodie**

What is sacrificial immolation? 171p. O  
'29 St. Louis., B. Herder \$1.35

**Brown, Andrew Cassels**

Dr. Glazebrook's revenge. 296p. D (Copy-  
right fiction) [c.'28] N. Y., Burt 75 c.

**Bruhns, Karl Christian, ed.**

A new manual of logarithms to seven places  
of decimals; 16th stereotype ed. 623p. O '29  
Chic., Regan Pub. Corp. \$3

**Buck, Charles Neville**

Marked men. 292p. D (Crime club) c.  
Garden City., N. Y., Doubleday, Doran \$2

A Kentucky mountaineer solves a New York murder mystery.

**Buell, Raymond Leslie**

International relations; rev. ed. 857p. (45p.  
bibl.) front (map) O (Amer. political science  
ser.) [c.'25, '29] N. Y., Holt  
\$5; students' ed., \$4

**Burr, Mrs. Anna Robeson Brown**

Weir Mitchell, his life and letters. 436p.  
(16p. bibl., bibl. footnotes) il. O c. N. Y.,  
Duffield \$6, bxd.

The biography of the Philadelphia physician, who was also a novelist and friend of many famous people. A young man at the time of the Civil War, he lived to correspond with President Wilson.

**Burton, Robert**

The anatomy of melancholy; now for the  
first time with the Latin completely given in  
translation and embodied in an all-English  
text; ed. by Floyd Dell and Paul Jordan-  
Smith. 1055p. O [c.'27] N. Y., Farrar &  
Rinehart \$5

Formerly published in two volumes by Doubleday, Doran.

**Benezra, J. J.**

A new antichrist; extracts from the coming of  
the Messiah in glory and majesty; tr. by William  
D. Smart. 107p. D [c.'29] Los Angeles, William D.  
Smart, Box 15, Hollywood Sta. pap. 50 c.

**Bezanson, Anne, and Gray, Robert**

Trends in foundry production in the Philadelphia  
area. 93p. (bibl. footnotes) diags. O (Research  
studies, 3) c. Phil., Univ. of Pa. Press \$1.50

**Bibb, Thomas William**

History of early common school education in Wash-  
ington. 160p. (7p. bibl.) Q (Univ. of Wash. pub'ns  
in social sciences, v. 6, no. 1) '29 Seattle, Wash.,  
Univ. of Wash. Press pap. \$1.50

**Bishop, Mildred C., and Robinson, Edward K.**

Map exercises, syllabus, and notebook to accom-  
pany Muzzey's "History of the American People."  
96p. maps Q c. '29 Bost., Ginn pap. 56 c.



**Carfrae, Elizabeth**

The devil's jest. 299p. D (Popular copyrights) [n.d.] N. Y., Grosset 75 c.

**Casson, Herbert Newton**

Creative thinkers, the efficient few who cause progress and prosperity; an explanation of the rise and fall of business firms and nations. 199p. D [c.'29] N. Y., B. C. Forbes Pub. Co. bds. \$2

The author's thesis is that progress is caused by a few constructive thinkers, who are opposed by the mass.

**Chambers, Robert William**

The Rogue's Moon [new ed.] il. by Norman Price. 277p. il. (pt. col.) O '29 c.'28-'29 N. Y., Appleton \$3.50

**Chopourian, Theodore**

Pillars of destiny. 336p. D c. N. Y., Compton Press, 152 W. 42nd St. \$2.50

A novel of love and adventure in a Turkish setting.

**Christie, Mrs. Agatha Miller**

The mystery of the Blue Train. 314p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

**Clark, Barrett Harper**

European theories of the drama; an anthology of dramatic theory from Aristotle to the present day; rev. ed. 503p. (bibls.) O '29, c.'18, '29 N. Y., Appleton \$5

**Claudy, Carl Harry**

Dangerous waters. 296p. il. D [c.'28, '29] Ind., Bobbs-Merrill \$1.75

Two girls and two boys adrift on an abandoned schooner in mid-Pacific is the thrilling situation in this book for boys and girls.

**Clegg, Aileen Mary**

Lourdes. 155p. O '29 St. Louis, B. Herder \$1

**Coatsworth, Elizabeth Jane**

Toutou in bondage. 56p. il. O c. N. Y., Macmillan \$2

The story of a fat, spoiled fox-terrier who is stolen from his mistress by a Moroccan native.

**Comstock, Harriet Theresa Smith [Mrs. Philip Comstock]**

The piper's price. 303p. D (Golden arrow romances) c. Garden City, N. Y., Doubleday, Doran \$2

Kenneth told Joan all his past before they were married, but Joan kept her secret.

**Connington, John Jervis, pseud. [Alfred Walter Stewart]**

Murder in the maze. 290p. D (Popular copyrights) [c.'27] N. Y., Grosset 75 c.

**Cooley, Hazel, and, Corwin, Norman L., comps.**

So say the wise; a community of modern mind. 296p. D [c.'29] N. Y., Sully \$2

Sayings, wise, humorous, cynical and provoking, of many of our contemporary writers and celebrities, arranged under subject headings.

**Coolidge, Dane**

Gun-smoke. 237p. D (Popular copyrights) [c.'27, '28] N. Y., Grosset 75 c.

**Cooper, Courtney Ryley**

Go north, young man! 279p. il. map O '29, c.'26, '29 Bost., Little, Brown \$2.50

About the new development of Northern Canada.

The golden bubble. 302p. D (Popular copyrights) [c.'27, '28] [N. Y., Grosset] 75 c.

**Cordts, Anna Dorothea**

The new path to reading; b'k. 3. 316p. il. (pt. col.) D [c.'29] Bost., Ginn 80 c.

**Corot, Jean Baptiste Camille**

The paintings and drawings of J. B. C. Corot in the artist's own collection; introd. by Victor Rienaecker. 181p. il. (pt. col.) Q '29 N. Y., Minton, Balch \$10

Reproductions of sketches, water-colors and dé-trempees by Corot which he kept for his own collection. This book also contains a complete catalog of the artist's work.

**Craig, Hardin and Thomas, J. M.**

English prose of the nineteenth century. 842p. (bibls.) O c. N. Y., F. S. Crofts \$3.50

An anthology uniform with "English Poetry of the Nineteenth Century" by Campbell and Pyre.

**Cram, Mildred [Mrs. C. S. McDowell]**

Scotch Valley. 257p. D (Copyright fiction) [c.'27, '28] N. Y., Burt 75 c.

**Crane, Nathalia Clara Ruter**

An alien from heaven. 300p. D c. N. Y., Coward-McCann \$2.50

What happens when a baby with wings is born in a New York hospital. The second novel by the 16 year old writer.

**Crew, Helen Coale [Mrs. Henry Crew]**

Under two eagles. 308p. il. (col. front.), map O c. Bost., Little, Brown \$2

A story for young people about a Polish boy of today who has a hard struggle to support his mother and little sisters.

Cross word puzzles from Judge. 101p. D [c.'29] N. Y., John Day \$1.50

**Croy, Homer**

Coney Island. 304p. D c. N. Y., Harper \$2

His invention takes Chic Cotton to Coney Island where he becomes acquainted with the show people and falls in love with Queenie, the "wire-walker."

**Davis, Britton**

The truth about Geronimo; ed. by M. M. Quaife. 270p. il., map O c. New Haven, Conn. Yale \$4

An account of the famous Geronimo Campaign of 1885, written by one who had three years of experience with the Apache scouts at that time in a military and administrative capacity.

**Dawson, Carl Addington, and Gettys, Warner E.**

An introduction to sociology. 872p. (bibls.) O [c.'29] N. Y., Ronald Press \$4.50

**Creer, Leland Hargrave**

Utah and the nation. 285p. (12p. bibl.) maps O (Univ. of Wash. pub'ns in the soc. sciences, v. 7) '29 Seattle, Wash., Univ. of Wash. Press pap. \$3

**Cunningham, Christy**

The blizzard. 27p. il. O (Stratford poets) [c.'29] Bost., Stratford pap. 50 c.

Happy landings. 49p. O (Stratford poets) [c.'29] Bost., Stratford pap. 75 c.

The road around the world. 77p. D (Stratford poets) [c.'29] Bost., Stratford pap. \$1

**Currie, George**

A bachelor's apology. 21p. O (Stratford poets) [c.'29] Bost., Stratford pap. 50 c.

**De Ford, Alice**

Singing river. 326p. D Copyright fiction) [c.'27] N. Y., Burt 75 c.

**De Haas, Arline**

Say it with songs; il. with scenes from the picture. 316p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

**De Koven, Anna Farwell [Mrs. Reginald De Koven]**

Horace Walpole and Madame du Deffand; an eighteenth century friendship. 209p. il. O c. N. Y., Appleton \$3

The intellectual association of two brilliant personalities, the young novelist and the aged Mme du Deffand, whose salon in Paris attracted all the notables of the day.

**Delmont, Joseph**

Chains; tr. by Huntley Paterson. 354p. D c. N. Y., Dial Press \$2.50

A novel picturing the hardships and oppression of a Jewish community in southern Russia during a reign of terror before the War.

**Doyle, Sir Arthur Conan**

Micah Clarke; ed. by Virginia Kirkus; il. by Henry C. Pitz. 374p. il. (col. front.) O '29, c.'94, '22 N. Y., Harper \$2.50

A new illustrated edition of this story of the stirring days of James, Duke of Monmouth. This volume has been slightly abridged for young readers.

**Drago, Harry Sinclair**

Rio Rita; il. from the photoplay. 256p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

**Edgar, Day**

In Princeton town. 351p. D '29, c.'27-'29 N. Y., Scribner \$2

Stories of college life at Princeton.

**Eldershaw, M. Barnard**

A house is built. 395p. D [c.'29] N. Y., Harcourt \$2.50

A picture of Australian life in the 19th century is given in the story of a man, his business and his family. This novel won a prize of £1000 in Australia.

**Embury, Aymar, II**

Building the Dutch Colonial house; its origin, design, modern plan and construction. 112p. il., diagrs. O (Country house lib.) '29, c.'13 N. Y., McBride \$2.50

This book has been out of print.

**Emerson, L. E.**

Physician and patient [medical]. 253p. O '29 Cambridge, Mass., Harvard \$2.50

**Emmanuel, Sister M.**

The month of holy souls; pious reflections for every day in November. 223p. O '29 St. Louis, B. Herder \$1.75

**Eskew, Garnett Laidlaw**

The pageant of the packets; a book of

American steamboating. 325p. (bibl.) il. O [c.'29] N. Y., Holt buck. \$3

The history and romance of the steamboat on the Mississippi and Ohio Rivers.

**Farjeon, Eleanor**

The perfect zoo. 331p. il. (col.) obl. O [c.'29] Phil., McKay \$2.50

Mother called the nursery a Perfect Zoo, and this is the story of the children's adventures with their animal toys, who took them to far-away lands.

**Farnol, Jeffery**

Another day. 318p. D c. Bost., Little, Brown \$2.50

Believing himself guilty of murder, as does his millionaire father, Keith Dallas Chisholm leaves New York and finds friendship and love in England.

The quest of youth. 373p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

**Fellowes, Daisy**

Cats in the Isle of Man. 260p. D c. N. Y., Dial Press bds. \$2.50

The affairs and follies of an international, ultra-fashionable set.

**Ferrara, Orestes**

The private correspondence of Niccolo Machiavelli. 144p. (bibl.) il. O '29 Balt., Johns Hopkins Press \$2.25

**Field, Rachel Lyman**

Pocket-handkerchief Park [il. by the author] 60p. il. (col.) T c. Garden City, N. Y., Doubleday, Doran 75 c.

How the children who played in a tiny park in the city kept it from being sold.

**Flack, Marjorie**

All around the town; the story of a boy in New York; il. by the author. 291p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2

John explores every phase of the big city. For children from 9 to 12.

**Fletcher, Joseph Smith**

The strange case of Mr. Henry Marchmont. 285p. D (Popular copyrights) [c.'24-'27] N. Y., Grosset 75 c.

**Flügel, Felix, and Faulkner, Harold U.**

Readings in the economic and social history of the United States. 987p. O (Harper's historical ser.) c. N. Y., Harper \$3.75

**Footner, Hulbert**

A backwoods princess. 320p. D (Copyright fiction) [c.'26] N. Y., Burt 75 c.

**Foster, William S., and, Tinker, Miles Albert**

Experiments in psychology; rev. ed. 407p. (bibls.) il., diagrs. D [c.'29, '29] N. Y., Holt \$2.25

**Fraser, Ferrin L.**

The screaming portrait. 244p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

**Deimel, Richard F.**

Mechanics of the gyroscope. 201p. (bibl. foot-notes) diagrs. O (Engineering science ser.) c. N. Y., Macmillan \$4

**Dooley, M. S.**

Interne's handbook. 236p. S '29 Phil., Lippincott \$3

**Eddy, Helen M.**

French workbook; to accompany Beginning French;

training for reading. 164p. (bibl.) (Chic. French ser.) [c.'29] Chic., Univ. of Chic. Press pap. apply

**Felt, E. Porter**

A popular guide to the study of insects. 147p. (bibls.) il. diagrs. D (N. Y. State Museum handbk 6) '29 c.'28 Albany, N. Y., Univ. of State of N. Y. apply

**Ford, Lester R.**

Automorphic functions. 332p. O '29 N. Y., McGraw-Hill \$4.50



**Gabelle, J.**

Victory, and other poems. 94p. D '29 N. Y., Parnassus \$2

**Gale, Zona [Mrs. W. L. Breese]**

Borgia. 244p. D '29, c. '28, '29 N. Y., Knopf \$2.50

A portrait of Marfa Manchester, beautiful and sensitive, who is obsessed by the idea that she innocently brings misfortune to her friends.

**Gates, Sherwood**

The junior church manual [for 1930] 335p. (13p. bibl.) D c. Garden City, N. Y., Doubleday, Doran \$2

The author is superintendent of adolescent work of the Methodist Episcopal Church, South.

**Gaum, Carl G., and Graves, Harold F.**

Report writing. 319p. (bibl.) il O '29 N. Y., Prentice-Hall \$5

**Gay, Robert Malcolm, comp.**

The college book of prose, 1400-1929. 751p. S [c. '29] Bost., Houghton \$2

A chronological selection of the great prose writers. A companion volume to "The College Book of Verse."

**Gibbs, George Fort**

The Castle Rock mystery. 278p. D (Popular copyrights) [c. '27] N. Y., Grosset 75 c.

**Grabenhorst, Georg**

Zero hour. 306p. D '29, c. '28, '29 Bost., Little, Brown \$2.50

A novel of the War as seen through the eyes of a young German officer.

**Grace, Dick**

Squadron of death; the true adventures of a movie plane-crasher. 312p. il. O c. Garden City, N. Y., Doubleday, Doran \$2.75

Stories of movie "stunts" and how they are done by an air-pilot whose exploits have made him famous.

**Granville, William Anthony**

Elements of the differential and integral calculus; rev. by Percy F. Smith and William Raymond Longley. 527p. il., diagrs. O [c. '29] Bost., Ginn \$3.20

**Gratz, Rebecca**

Letters of Rebecca Gratz; ed. by Rabbi David Philipson. 454p. il. '29 Phil., Jewish Pub. Soc. \$3

**Greenbaum, Florence K.**

Jewish cook book; 7th ed. 438p. D '29, c. '18. Milwaukee, Caspar, Krueger, Dory Co. oil cl., \$2.25

**Greenleaves, Winifred**

The Trout Inn mystery. 314p. D c. N. Y., Dial Press \$2

A mystery occurs in an old English inn.

**Gribble, Leonard R.**

The terrace suicide mystery. 329p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran \$2

Sir Giles had apparently committed suicide but Inspector Slade scented a mystery.

**Guiterman, Arthur**

Song and laughter. 212p. D [c. '29] N. Y., Dutton bds. \$2.50

A new collection of the author's humorous and lightly ironic verse.

**Guth, Zdenek, il.**

Little Christmas, or, How the toys come; a story of a little boy, far away, long ago, and today. no p. il. (col.) sq. D '29 N. Y., Macmillan bds. \$2

A Czechoslovakian story of Christmas for small children.

**Hader, Berta, and Hader, Elmer**

Two funny clowns [il. by the authors]. no p. il. (col.) obl. S [c. '29] N. Y., Coward-McCann bds. \$1.50

What happened to Bother and Blink and the big giraffe and the runaway dog told in picture and text.

**Harding, Alfred**

The revolt of the actors. 588p. (bibl. footnotes) il. O c. N. Y., Morrow \$3.50

The story of the actors' fight for fair play from producing managers, and the rise to power of the Actors' Equity Association, founded in 1913.

**Harrington, Harry Franklin, and Harrington, Evaline**

Writing for print; a sample book of journalistic craftsmanship, with suggestions for high school publications; rev. 319p. (bibls.) il., diagrs. D [c. '29] Bost., Heath \$1.36

**Harvey, Marion**

The clue of the clock. 302p. D [c. '29] N. Y., Clode \$2

A mysterious tale of the underworld.

**Hawthorne, Marion Olive**

Jesus among His neighbors. 194p. (bibl. footnotes) il., map D (Abingdon religious educ. texts; week-day school ser.) [c. '29] N. Y., Abingdon \$1; teacher's manual, \$1

A religious textbook for children about the land and life of Jesus.

**Hergesheimer, Joseph**

Tampico; a novel. 333p. D (Popular copyrights) [c. '26] N. Y. [Grosset] 75 c.

**Herring, Paul**

Sir Toby and the Regent. 307p. D c. Phil., Lippincott \$2.50

An adventure novel laid in the Brighton of Beau Brummel's time.

**Herzog, Charles G.**

God the Redeemer; the redemption from sin as wrought by Jesus Christ the Son of God: a textbook for colleges and universities. 246p. D (Truth of Christianity ser.) c. N. Y., Benziger Bros. \$3

**Goldring, Winifred**

Handbook of paleontology for beginners and amateurs; pt. 1; The fossils. 356p. (6p. bibl.) il. D (N. Y. State Museum handb'k 9) c. Albany, N. Y., Univ. of State of N. Y. pap. \$1.50

**Hall, Holworthy**

The duke and the dices; a romance of the underworld in one act. 41p. S (Longmans' play ser

'29 c. '22-'29 N. Y., Longmans pap. 50 c.

**Harper, Francis, and Harper, Jean Sherwood: Harper, Francis: Fraleigh, Lucy B.**

Animal habitats in certain portions of the Adirondacks: Notes on mammals of the Adirondacks: The habits of mammals at an Adirondack camp. 176p. (bibls.) il. D (N. Y. State Museum handb'k 8) c. Albany, N. Y., Univ. of State of N. Y. pap. 50 c.

**Hicks, Frederick Charles**

High finance in the sixties. 410p. (6p. bibl.) il. O (William McKean Brown Memorial pub'n.) c. New Haven, Conn., Yale \$5  
 Chapters from the early history of the Erie Railway by Charles Francis Adams, jr., Henry Adams, Albert Stickney, George Ticknor Curtis and Jeremiah S. Black.

**Hobble, John L.**

Daddies; a comedy in four acts. 131p. il, diagrs. D (French's standard lib. ed.) c. '18, '29 N. Y., S. French pap. 75 c.

**Holland, Rupert Sargent**

The pirate of the gulf. 270p. il. (pt. col.) D c. Phil., Lippincott \$2  
 A Bostonian's adventures in New Orleans where he meets Jean Lafitte, king of outlaws. For boys.

**Hooker, Mrs. Forrestine Cooper**

The Garden of the Lost Key. 302p. front. (col.) D c. Garden City, N. Y., Doubleday, Doran \$2  
 Stories of Indian frontier and western ranch days for children.

**Hope, Laurence**

India's love lyrics; new ed. 181p. D '29, c. '02, '06 N. Y., Dodd, Mead \$2

Last poems; new ed. 94p. D '29, c. '05 N. Y., Dodd, Mead \$2

Stars of the desert; new ed. 156p. D '29 N. Y., Dodd, Mead \$2

**Hoyt, Helen [Mrs. W. W. Lyman]**

Leaves of wild grape. 127p. O [c. '29] N. Y., Harcourt bds. \$2  
 Poems reflecting the intimate moods and experiences of a woman's life.

Italian Renaissance. il. (col.) O (Great periods in art ser.) '29 N. Y., Boni \$4

**Jack, J. A., M. D.**

Samaria in Ahab's time. '29 N. Y., Scribner \$3

Jade mountain (The); a Chinese anthology; being three hundred poems of the T'ang dynasty, 618-906; tr. by Witter Bynner from the texts of Kiang Kang Hu. 316p. front. O '29, c. '20-'29 N. Y., Knopf \$3.50  
 A selection of poems of the T'ang Dynasty, the golden age of Chinese poetry, the result of ten years' collaboration between a Chinese scholar and an American poet.

**Janvier, Thomas Allibone**

The Aztec treasure house for boys; [ed. by Virginia Kirkus]. 280p. il. (pt. col.) O [c. '90, '18] [N. Y.] Harper \$2.50  
 A new edition.

**Hunner, Isabella S.**

The life of Christ: a map. map (col.) [n. d.] N. Y., John Day \$2

**Hurd, Ray E.**

Foolin' 'em; a play in one act; adapted from a story "The Show Must Go On" by Anne Fuller. 16p. S (Longmans' play ser.) [c. '28, '29] N. Y., Longmans pap. 35 c.

Introduction to contemporary problems in the United States (An); a syllabus. 115p. (bibls.) diagrs. O c. N. Y., Columbia Univ. Press \$2.50

**Jenison, Madge**

Invitation to the dance. 294p. D c. Garden City, N. Y., Doubleday, Doran \$2.50  
 The dramatic tale of Aunt Guddah, who without grace or charm, yet knew how to live and in the course of her life acquired three husbands, a fortune and a trip to Spain.

**John, William M.**

Seven women. 307p. il. D [c. '29] N. Y., Sears \$2.50  
 Life and death occur while the seven women of the Ladies Aid, who do not know that charity begins at home, meet at the house of Mrs. Gibbs.

**Kaegi, A.**

First lessons in Greek; 12th ed. 158p. '29 St. Louis, B. Herder \$1.50

**Kauffman, Andy**

Tigers and things. 39p. il. (col.) obl. O c. N. Y., Macmillan pap. \$2  
 Andy, aged six, and his little sister, Mary Barbara, painted these pictures of animals and told their mother just what to say about them in verse.

**Kauffman, Reginald Wright**

Mad Anthony's drummer. 211p. il. D c. N. Y., Macmillan \$1.75  
 Sam, a drummer boy in the Revolutionary Army, plays an important role in Wayne's capture of Stony Point. For boys.

**Kester, Paul**

Dorothy Vernon of Haddon Hall; a romantic drama in four acts; adapted from the novel of the same name by Charles Major. 102p. il, diagrs. D (French's standard lib. ed.) c. '29 N. Y., S. French pap. 75 c.

Krapp, George Philip, and Kennedy, Arthur Garfield

An Anglo-Saxon reader. 473p. D [c. '29] N. Y., Holt \$2.50

**Kreymborg, Alfred, and others, eds.**

The new American caravan; a yearbook of American literature. 473p. D c. N. Y., Macaulay \$3.50  
 Containing a novel, a play, stories, poems, and an essay. The other editors are Lewis Mumford and Paul Rosenfeld.

Laidler, Harry Wellington, and Thomas, Norman Mattoon, eds.

The socialism of our times. 391p. S [c. '29] N. Y., Vanguard Press 75 c.  
 A symposium by leading Socialists on important current problems.

**Larsen, Johannes Anker**

A stranger in paradise; tr. by Ruth Castberg Jordan. 271p. D '29, c. '28, '29 N. Y., Knopf \$2.50  
 The story of Hans Larsen, a Danish boy, who found a real meaning in life and tried to show others through sacrifice and personal example.

**Jacobs, J. Vernon**

Teaching the Bible through play; Bible games for the home, parties, and social gatherings. 63p. S [c. '29] Cin., Standard Pub. Co. pap. 25 c.

**Knauss, James O.**

History of Western State Teachers College, 1904-1929. 156p. (bibl. footnotes) il. O [c. '29] Kalamazoo, Mich., Western State Teachers College fab. \$1

**Krieger, Herbert W.**

Archeological and historical investigations in Samaná Dominican Republic. 95p. (bibl. footnotes) il. maps O (Smithsonian Inst., bull. 147) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 40 c.



**Latimer, Louise Payson**

Illustrators; a finding list [rev. ed.]. 47p.  
O (Useful reference ser. no. 39) '29 Bost.,  
F. W. Faxon Co. \$1

**Laur, Elred**

"Thus shall you pray"; pious reflections on  
the "Our Father." 286p. O '29 St. Louis,  
B. Herder \$2

**Le May, Alan**

Old father of waters. 329p. D (Copyright  
fiction) [c. '27, '28] N. Y., Burt 75 c.

**Lilly, Jean**

False face. 392p. D [c. '29] N. Y., Dutton  
\$2

Two prominent students in Jefferson College are  
murdered. The Dutton prize mystery for October.

**Limnelius, George**

The Medbury Fort murder. 311p. D (Crime  
club) c. Garden City, N. Y., Doubleday, Doran  
\$2

A murder in a British Army fort—the Crime Club  
selection for October.

**Litten, Frederic Nelson**

Rhodes of the Flying Cadets. 251p. front.  
D '29, c. '28, '29 N. Y., Appleton \$1.75

A story for boys about a young cadet at the army  
flying school at Brooks Field, San Antonio.

**Locke, William John**

The kingdom of Theophilus. 370p. D (Popu-  
lar copyrights) [c. '26, '27] N. Y. [Grosset]  
75 c.

**Locock, Charles Dealtry, tr.**

A selection from modern Swedish poetry,  
translated in the original metres. 161p. D '29  
N. Y., Macmillan \$2.25

**Loomis, Alfred Fullerton**

Troubled waters. 222p. il., map D '29, c. '28,  
'29 N. Y., Appleton \$2  
An adventure story about small boat sailing in the  
Baltic Sea.

**Lutz, Edwin George**

Practical art lettering; a treatise on the  
construction of the symbols of the alphabet.  
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Mission memories; il. by Frederick V. Car-  
penter. 60p. il. (pt. col.), map O c. '29 Los  
Angeles, Neuner Corp. bds. \$2

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missions, with a full-page drawing of each.

**McKenzie, Agnes Carrobine**

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Ky., Author \$1  
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**McMillen, Wheeler**

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here and ahead in agriculture; foreword by  
William M. Jardine. 351p. D c. N. Y., Mor-  
row \$2

A consideration of one of the nation's greatest  
problems, the agricultural situation.

**Lind, Aida M.**

'Round the world in rhyme. 43p. front. S c. Bost.,  
Chapple Pub. Co. pap. \$1

**Mahābhārata, Bhagavadgita**

The Bhagavad-Gita; tr. by Arthur W.  
Ryder. 163p. D [c. '29] Chic., Univ. of Chic.  
Press \$2

A translation into English verse by the translator  
of "The Panchatantra."

**Malraux, André**

The conquerors; tr. by Winifred Stephens  
Whale. 270p. D [c. '29] N. Y., Harcourt  
\$2.50

A novel of the recent civil wars in China.

**Manly, John Matthews, and others**

The writing of English (complete ed.). 540p.  
(bibls.) il. O [c. '19-'29] N. Y., Holt \$2.50

**Marchant, Sir James, ed.**

The reunion of Christendom; a survey of  
the present position. 343p. (bibl. footnotes) D  
[c. '29] N. Y., Holt \$3

Thirteen denominational leaders have written on  
the problem of uniting the different Christian  
churches.

**Marsh, George**

Under frozen stars. 302p. D (Copyright  
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**Masefield, John**

Poems; complete in 1 v. 449p. O '29, c. '12-'28  
N. Y., Macmillan \$5

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Bridge puzzles for auction and contract  
players. 236p. diagrs. D [c. '29] N. Y., Dut-  
ton \$2.50

Seventy-one bridge problems designed to improve  
your game. The solutions are given in the back of  
the book.

**Mavity, Nancy Barr [Mrs. Arthur Benton Mavity]**

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club) c. Garden City, N. Y., Doubleday  
Doran \$2

The police said suicide, but Peter Piper, the re-  
porter thought the woman had been murdered.

**Maxwell, William Babington**

The man who pretended. 318p. D c. Gar-  
den City, N. Y., Doubleday Doran \$2.50

The story of a man who was at heart a coward  
but who sacrificed everything to behave like the man  
he really wanted to be.

**May, Mrs. Stella Burke**

Chico's three ring school. 229p. il. D c.  
N. Y., Appleton \$2

Chico, a circus boy, learns his lessons from his  
travels about the country.

**Meadowcroft, William Henry**

The boys' life of Edison; ed. by George S.  
Carhart; school ed. 308p. (4p. bibl.) il. D  
(Harper's modern classics) [c. '11-'29] N. Y.,  
Harper \$1

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Twenty-five stories from the London Mercury by  
well-known authors.

**Messmer, Rev. Joseph, and Waitz, Bp. Sigismund**

A visit to the stigmatized seer Therese Neumann.  
117p. front. (por.) D [c. '29] Chic., John P. Daleiden  
Co., 1530 Sedgwick St. pap. 60 c.

**Mikkelsen, Ejnar**

Frozen justice; a story of Alaska; tr. by A. G. Jayne; il. from the photoplay. 230p. D (Copyright fiction) [c.'22] N. Y., Burt 75 c.

**Moffett, Cleveland Langston**

The master mind; a detective story. 346p. D (Popular copyrights) [c.'27] N. Y., Grosset 75 c.

**Moore, John Robert, ed.**

Representative English dramas. 487p. (7p. bibl.) il. D [c.'29] Bost., Ginn \$1.60

Six plays illustrative of the more important types of English drama.

**Moore, Merrill**

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Poems by a young American, many of which have appeared in magazines.

**Morrow's almanack, and every-day book for**

1930; Thayer Hobson, philom. 280p. il. O [c.'29] N. Y., Morrow bds. \$2.50

A miscellany of wit and wisdom written by distinguished modern authors especially for this annual volume.

**Nathan, Manfred**

Empire government; an outline of the system prevailing in the British Commonwealth of nations. 256p. O '29 Cambridge, Mass., Harvard \$3

**Nowlin, Clifford H.**

The story teller and his pack. 425p. (bibl.) D [c.'29] Springfield, Mass., M. Bradley \$2

Applying the art of story telling to various phases of child education in school and at home.

**O'Brien, Edward Joseph Harrington [Arthur Middleton, pseud.]**

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The plight of the arts, and the American short story in particular in an industrial age, considered by a well-known critic.

**Ohta, Takashi, and Sperry, Margaret**

The golden wind [introd. by Padraic Colum.] 269p. S (Paper b'ks.) c. N. Y., Chas. Boni, 80 5th Ave. pap. 75 c.

A banished Japanese youth serves in the Chinese revolutionary army—the basis of a story of modern China, the first book to be published by the new book club, Paper Books.

**Packard, Frank Lucius**

The Big Shot. 286p. D (Crime club) c. Garden City, N. Y., Doubleday Doran \$2

A story of New York gangdom.

**Patterson, Homer La Ferne**

Patterson's American educational directory; v. 26. 1056p. O '29 Chic., Amer. Educational Co., 314 W. Superior St. \$6; lea., \$7.50

**Paul, Elliot Harold**

Low run tide, and, Lava rock. 311p. D c. N. Y., Liveright \$2.50

Two novels of contrasting American life. The first reveals life in a New England fishing town where the people follow the customs of their forefathers, the second depicts life in a western construction camp whose motley crew is held together for only a short time.

**Pendexter, Hugh**

Bird of freedom. 349p. D (Copyright fiction) [c.'27,'28] N. Y., Burt 75 c.

**Petersham, Maud Fuller [Mrs. Miska Petersham] and Petersham, Miska**

Miki [il. by the authors]. no p. il. (col.) Q c. Garden City, N. Y., Doubleday Doran bds. \$2

A little boy's visit to Hungary.

**Potter, Beatrix**

The fairy caravan. 225p. il. (pt. col.) O [c.'29] Phil., McKay \$2

Animal stories for small children by the author of "Peter Rabbit."

**Potter, Mrs. Miriam S. Clark**

Sally Gabble and the fairies. 87p. il. (col. front) S (Little lib.) c. N. Y., Macmillan \$1

How Sally Gabble got acquainted with the fairies who lived in the Magic Woods next to her garden.

**Powel, Harford Willing Hare, jr.**

Married money. 208p. D (Atlantic Mo. Press b'ks.) c. Bost., Little, Brown \$2.50

What happens when a Boston heiress marries a New York bond salesman and, discarding her Puritan repressions, plunges him into an extravaganza of luxury.

**Powys, John Cowper**

The meaning of culture. 284p. O [c.'29] N. Y., Norton \$3

An attempt to find in human culture a working substitute for the religious faith of the past.

**Pride, Leo B.**

The shadow of the mine, and other plays of the coal fields. 181p. D '29, c.'28,'29 N. Y., S. French \$1.50

Seven one-act plays dealing with the lives of miners in southern Illinois.

**Provinces de France (Les); il. by J. J.**

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**Pyre, James Francis Augustine**

A short introduction to English versification. 63p. T c. N. Y., F. S. Crofts bds. 50 c.

**Mitchell, Alfred I.**

Inspirational self-expression. 29p. O (Stratford poets) [c.'29] Bost., Stratford pap. 50 c.

**Noble, L. E., and, Roenigk, J. A.**

Instruction manuals for automobile mechanics; mechanical adjustments. 93p. il. Q (McGraw-Hill vocational texts) '29 N. Y., McGraw-Hill pap. \$1.25

One day; this volume is designed to show how one copy of the *Evening Bulletin* appears when published in book form. 311p. il. D [c.'29] Phil., Evening Bulletin \$1

**Peirce, C. A., and others**

Handbook of formulas and tables for engineers; new 3rd ed. 228p. il. S '29 N. Y., McGraw-Hill flex. cl. \$2.50

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Radio in education; the Ohio School of the Air and other experiments. 130p. O '29 N. Y., Payne Fund, 1 Madison Ave. pap. apply

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Pettibone's textbook of physiological chemistry, with experiments; rev. by J. F. McClendon; 4th ed. 368p. (5p. bibl.) diagrs. O '29 c.'17-'29 St. Louis, C. V. Mosby \$3

Public utilities; a survey of the extent of instruction in the field of public utilities in colleges and universities; the industry's demand for college graduates, etc. 164p. (bibl. footnotes) map O [c.'29] N. Y., Nat'l Electric Light Ass'n, 420 Lexington Ave. apply



**Randolph, Thomas**

The poems of Thomas Randolph [lim. ed.].  
215p. O '29 [N. Y., W. E. Rudge] bds. \$12

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Foch; my conversations with the Marshal;  
tr. by Joyce Davis. 332p. front. (por.) O c.  
N. Y., Appleton \$3

M. Recouly's conversations with Marshal Foch  
from 1919 to 1928 in which he discussed the war and  
post-war years.

**Rhys, Mimpsey**

Mr. Hermit Crab; a tale for children by a  
child; il. by Helen Sewell. 205p. il. (col.  
front.) O c. N. Y., Macmillan \$2.25

A story of Victorian England, written when the  
author was thirteen, of Lucia and her friend,  
Louisa, her governess, Miss Gray, the mysterious  
Mr. Hermit Crab and the Wicked Fairy.

**Riley, Woodbridge M.**

Men and morals; the story of ethics. 433p.  
(bibl. footnotes) il. O c. Garden City, N. Y.,  
Doubleday, Doran \$5

After reviewing the great schools of ethics of the  
past and summarizing the teachings of modern  
thinkers this well-known professor of philosophy  
presents a modern moral code.

**Rinehart, Mary Roberts [Mrs. Stanley Mar-  
shall Rinehart]**

Two flights up. 248p. D (Popular copy-  
rights) [c. '26, '28] [N. Y., Grosset] 75 c.

**Riordan, John**

On the make. 297p. D [c. '29] [N. Y.]  
Farrar & Rinehart \$2.50

Tales of the "new generation," in college, New  
York, or the "home town."

**Rising, Lawrence**

False youth. 334p. D c. N. Y., Liveright  
\$2.50

Mrs. St. Aubyn, a mature American woman living  
in Europe, becomes the victim of a last flash of  
passion—false youth.

**Roberts, Carl Eric Bechhofer (Ephesian,,  
pseud.)**

Corn in Egypt. 318p. (bibl.) map, diagr. D  
[c. '29] Ind., Bobbs-Merrill \$2.50

A novel based upon the Biblical story of Joseph in  
Egypt.

**Roberts, George**

The heart of words. 158p. (bibl. footnotes)  
D c. N. Y., Macmillan \$1.50

A collection of brief homilies based on the ety-  
mology of some two hundred Biblical words.

**Rodd, Ralph**

The secret of the flames. 308p. D c. N. Y.,  
Dial Press \$2

Who tied old Mr. Vibart in his wheel-chair and  
then set fire to the lonely cottage?

**Rogers, Lou**

Ska-denge; beaver for revenge; il. by the  
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Drama and adventure with animals for main char-  
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maps (pt. col.), diagrs. O c. N. Y., Scribner  
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Oriental literature at Princeton University.

**Rose, Mary Davies Swartz [Mrs. Anton Rich-  
ard Rose]**

Feeding the family; 3rd ed. 476p. (bibl.  
footnotes) il. (pt. col.), diagrs. O '29, c. '16-'29  
N. Y., Macmillan \$5

**Russell, Bertrand Arthur William**

Marriage and morals. 324p. (bibl. footnotes)  
O c. N. Y., Liveright \$3

Sex, marriage and morals discussed in the light  
of history, tradition, and present-day conditions.

**Sabatini, Rafael**

The nuptials of Corbal. 194p. il. (pt. col.) D  
(Popular copyrights) [c. '26, '27] N. Y., Gros-  
set 75 c.

**Sabin, Edwin Legrand**

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(Amer. trail blazer ser.) c. Phil., Lippincott  
\$2

Two seventeen-year-old boys persevere through  
many hazards on the gold rush trail to Alaska.

Wild men of the wild west. 377p. il. O  
[c. '29] N. Y., Crowell \$2.50

Tales of the picturesque characters of frontier days.

**St. John, Claude**

Canary breeding for beginners; a practical  
up-to-date guide; new ed. rev. by C. A. House.  
156p. il. D (Home handb'ks.) [n. d.] Phil.,  
McKay 75 c.

**Schmitt, Leopold F.**

Shyster lawyer [fiction]. 448p. D '29 Mil-  
waukee, Caspar, Krueger, Dory Co. \$2.50

**Schneider, Herbert Wallace, and Clough,  
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## Old and Rare Books

Frederick M. Hopkins

THE merger of the American Art Association, Inc., and the Anderson Galleries, Inc., which has been effected since the close of the spring season and was announced a few days ago, has been a topic of much conversation among collectors and dealers. Virtually all the important American collections of art and literary property, and many famous European collections, have been dispersed at either the American Art or Anderson Galleries. About twenty years ago the Yerkes collection of paintings, furniture and art objects was sold, bringing more than \$2,000,000, a large sum at that time. The Robert Hoe collection of books, autographs, paintings and art objects sold in 1911 and 1912 realized more than \$2,500,000. An outstanding sale was that of the M. C. D. Borden estate, at which paintings and Oriental art netted \$1,608,256. A complete list of the famous sales held by the American Art Association and Anderson Galleries would be a register of the major number of eminent collections of former years; outstanding sales of the past few years will be readily recalled. Among them were those sales that disposed of the Henry E. Huntington collection of rare books and manuscripts; Viscount Leverhulme's art collection; the Chiesa collection of paintings and art objects; art collection of the late Judge Gary; and, of the 1929 season, the Reifsnyder American furniture collection and the Jerome Kern collection of books and autograph material, all of which established new and astounding records. Naturally, art and book collectors should be deeply interested in the future of these two great auction houses, for a great deal in their collections came from these sales and they look to them as a probable future clearing house. The arrangements as expressed in the official announcement ap-

pears to have been generally satisfactory and to have established full confidence in the future of success of great auction sales in this city.

THE first book sale of the season at the American Art Galleries, which occurs on October 16 and 17, comprises first editions of American and English authors from the the library of Clyde C. Rickes of Indianapolis, together with other similar consignments from various private libraries. The catalog has the same cover design that John Anderson, Jr., used when he began his sales nearly thirty years ago and which buyers will be glad to see continued. Authors represented by collections of more or less importance include, Mark Twain, Emerson, Hawthorne, Holmes, Longfellow, Lowell, Riley, Scott, Whittier, Barrie, Conrad, Kipling, George Moore, and Bernard Shaw. There has been a growing enthusiasm among collectors for the first editions of the American authors represented here, and while there are many of the rarer items missing, there are enough fine copies of rare books in demand to get a line on this class of books with the opening sale of the season. If prices are satisfactory, and the general opinion is that they will be, this sale will help to bring more material of this kind into the auction room this season.

A MANUSCRIPT more than 400 years old, antedating the settlement of Massachusetts by nearly a century, recently turned up in a collection purchased eight years ago by the University of Texas. The little thirteen page volume, written on the leaves of the maguey plant and illustrated in dye made from the cochineal insect, is a contemporary account of Fernando Cortez's crusade among the



Indians of Mexico, from 1520 to 1527, as narrated by one of his soldiers. A large sum has been offered for this rarity, the gem of the collection of the late Señor Garcia, one of Mexico's leading statesmen, but the university will not part with it. At the time this manuscript was written, Cortez had entered upon his conquest of Mexico under the banner of Christianity. With a small band of followers, he waged a crusade against idolatry, which carried across the length and breadth of Mexico. In the course of the marches many Indians were captured and slain. Stone idols, grimacing and hideous, were smashed and wooden images destroyed. Upon many hillsides rude crosses fashioned from rough limbs of trees were planted. Throughout this time Cortez's one convincing argument for the worship of the cross was the sword. The author of the manuscript signs his name, Don Flores, and selected for the title, "The Reception of Don Fernandez Cortez de Valley When He Visited the New Spain of the Indies, that is to say, in the Year 1520, Making Vassals of the Kings Who Had Reigned There Since the Year 1320."

**A** FRAGMENT of the first edition of John Eliot's Indian Bible printed in 1661-63, the first Bible printed in America, recently came into the possession of Goodspeed's Book Shop, of Boston. Believing that some of his customers would like to own an original leaf of this famous book, whose price and rarity have put it beyond the reach of most collectors, Mr. Goodspeed is offering a few leaves for sale. Each leaf so offered will be incorporated in a monograph on John Eliot and his translation of the Bible by Dr. George Parker Winship, now being printed at the Merrymount Press, to be published this month. An interesting feature will be the cover design, which is a reproduction of that used by John Ratcliff, the earliest American bookbinder, on the copy of the Eliot Bible now in the library of Harvard University. Only 157 copies will be printed, and the price including the original leaf will be \$12.50 a copy.

**A** LIMITED edition of Kipling's "Poems, 1886-1926," is in preparation in three volumes, printed in Baskerville

type by the Chiswick Press on handmade paper. Besides containing all of Kipling's books of verse, together with all the poems collected from other sources he wishes to preserve, this edition will include a number of pieces never previously published in any form. The text has been revised throughout, and the author will sign the first volume of each set. The frontispiece will be a new portrait of Kipling, a drypoint by Francis Dodd, A.R.A., bearing the artist's signature. Special pains is being taken to design books that will have strong appeal to the collector of finely printed books.

**I** NTEREST in a fine portrait of Abraham Lincoln is not limited to print collectors, for there are many collectors of Lincolniana that keep a close watch upon the issue of new portraits. Timothy Cole has just completed a new wood engraved portrait from a newly discovered dauguerotype that is a masterpiece from any point of view. The engraver has translated the miniature into a larger wood engraving portrait "that is destined to live as the portrait" of President Lincoln, to use the words of Charles E. Goodspeed of Boston, who is an authority on Lincoln portraits. The edition is, of course, limited, and each copy is signed by Timothy Cole.

**T**HE newly discovered and unpublished work by Alexandre Dumas, which Appleton is to publish this month under the title "On Board the Emma," will be edited and translated by R. S. Garnett, editor of *Blackwood's Magazine*. The manuscript is entirely in Dumas's handwriting, Mr. Garnett reports, a beautiful cursive hand, that appears to be as easy to read as print, were not part of it written on board a yacht. Dumas used a "papier bleu, grand format" with which an admiring paper maker of Lille kept him supplied. The story will explain how Dumas obtained his yacht, and it will describe his adventures on its voyage.

### Auction Calendar

Saturday morning, October 12th, at 11 o'clock. Rare Americana, historical broadsides, pamphlets, books and autographs, including many important, fine and valuable items. (No. 206; Items 301.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

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Psychological Review. Vol. 28, no. 2; vol. 30, no. 1; vol. 1-3.

Adams. Study in the Commerce of Latium. 1921.  
Rogers. Goodwill, Trademarks & Unfair Trading. 1914.

Journal of Biological Chemistry. Vol. 19, 1915, no. 7 to end of vol.; vol. 22, 1918; vol. 24, 1920; vol. 25, 1921; vol. 30, 1926, no. 7.

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